TECHNOLOGY DEPT.

BROADCASTING

The Weekly Newsmagazine of Radio

Broadcast Advertising

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MAR 23 1942
DETROIT

15c the Copy $5.00 the Year
Canadian & Foreign $6.00 the Year

MARCH 23, 1942

Published every Monday, 53rd issue (Yearbook Number) Published in February

Vol. 22 • No. 12
WASHINGTON, D. C.

the man who didn't know too much

He was a little doubtful back in 1930. After all, it was the first time he had used WOR and his food beverage was new.

"I don't know too much about this radio business," he admitted. "But I think maybe it's the thing to use."

He was selling about 250,000 cans a year in the New York Market when he began using WOR.

In 1936 he sold more than 10,000,000 cans in New York alone.

This sponsor is still using WOR, and a checkup made last week shows that, though 1942 is not even half gone, his sales are more than double those for 1936.

We think this little tale flaunts a moral. We think the moral is—A good product on a good program on WOR does things that increase your cash.

We think maybe you ought to call in your advertising manager, or your agent, or your timebuyer and say, "Come—Look, why aren't we on WOR? Must only *other people* make more money?"

If you'd rather, a note or call to WOR at 1440 Broadway, in New York, will bring us on the run with FACTS.

Star Salesmen

WLS ANNOUNCERS HAVE THE CONFIDENCE OF WLS LISTENERS. THAT'S WHY THEY GET RESULTS ...WHY THEY SELL GOODS FOR WLS ADVERTISERS

GOOD radio entertainment can get a large audience, but the advertiser's main interest is to *sell goods*. That's the announcer's job—and it's a successful group of announcers we have at WLS, judging from results. In 1941, WLS received more than a million letters—50% including proof of purchase or direct sale!

WLS produced for a candy company 29,526 contest entries with proof of purchase in seven weeks.

WLS advertising made direct sales of 114,000 fountain pens in 13 weeks.

WLS obtained 16,372 paid subscriptions to a poultry magazine from 24 programs.

WLS received 13,578 nursery orders for $1 or more in 10 weeks.

WLS brought more inquiries than any other station on a fruit jar maker's schedule—40,759 requests for a recipe leaflet.

That's the kind of announcers we have at WLS—top salesmen! That's why we can say: WLS Gets Results!

890 KILOCYCLES
50,000 WATTS
BLUE NETWORK

WLS

CHICAGO

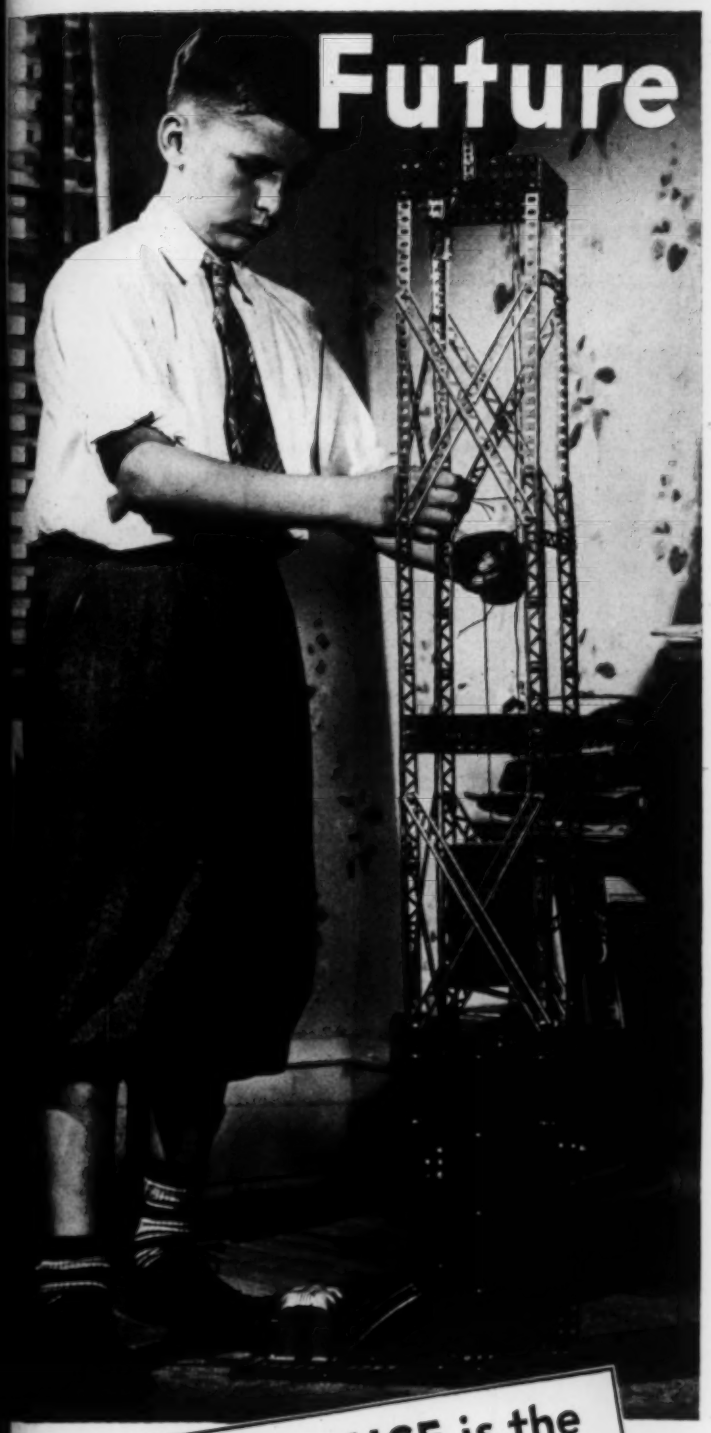
The
PRAIRIE FARMER STATION

BURRIDGE D. BUTLER
President

GLENN SNYDER
Manager

REPRESENTED BY
JOHN BLAIR & COMPANY

MANAGEMENT AFFILIATED WITH KOY, PHOENIX, AND THE ARIZONA NETWORK—KOY PHOENIX ★ KTUC TUCSON ★ KSUN BISBEE-DOUG



Future Builders of AMERICA

BOYISH hands, busy today with midget beams, tinkering with trains, exploring the mysteries of toy mechanical devices . . . tomorrow will build towering structures and thriving industrial plants . . . man myriad machines . . . invent . . . create . . . guide destinies of the future, the greater America.

In New England there are 1,059,639 boys, between the ages of 5 and 19, whose manhood purchases will be strongly influenced by the sales messages they hear in their formative period, just as many who are older than Young America today have been guided during the past two decades.

These present and future builders of America are reached most effectively through The Yankee Network, with the stations they know and like because each one has long been such an accepted, familiar part of community life.

★ ★ ★

Build your 1942 radio promotions in New England around the network that is keyed for sales and service.

ACCEPTANCE is the Yankee Network's FOUNDATION

THE YANKEE NETWORK, INC.

BROOKLINE AVENUE, BOSTON, MASS.

EDWARD PETRY & CO., INC., *Exclusive National Sales Representative*

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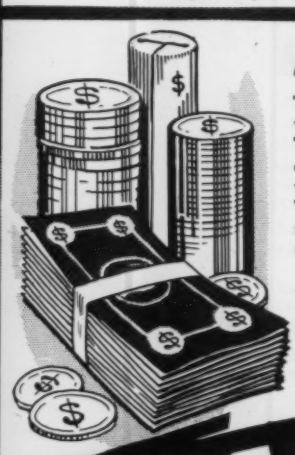
Pri-mary Read-er for Time Buy-ers

CLOTHES These are what you have, that farm buyers *want!* They want work clothes, business suits, street dresses, hats and shoes, etcetera. Farm men and women comprise a giant market for *your* merchandise.

GENERAL ITEMS These are what you have, that farm buyers *want!* They want furniture, leather goods, paints, and a thousand and one other articles. And they prefer *advertised* products, just as *you* prefer advertised brands of food from their farms.

LUXURIES These are what you have, that farm buyers *want!* They want tobacco and candy, cosmetics and beverages, and special treats from other states, like oranges and maple sugar. They'll *buy*—if *you* supply.



MONEY:

That is what farm men and women *have*, that *you* want! Their pockets bulge with dimes, quarters, four-bit pieces, and with plenty of the folding green. They're willing to trade their money for your products, if you tell them what you have.

Your *Selling* will be most effective, if you do your *Telling* over "their" station, KFAB. You *need* KFAB, to do a *complete* job in the farm areas throughout Nebraska and her neighboring states.

KFAB LINCOLN, NEBR.

FOR CITY LISTENERS use **KOIL** OMAHA

DON SEARLE, GENERAL MANAGER
ED PETRY & CO., INC., NAT'L REP'R

BROADCASTING

The Weekly Newsmagazine of Radio Broadcast Advertising

MARCH 23, 1942

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IN TAMPA PURCHASING POWER IS UP

REACH MILLIONS IN NEW PAYROLLS WITH

WFLA NBC 970 Kc. FULL TIME

JOHN BLAIR & CO
NATIONAL REPRESENTATIVE

MULTIPLY THE STRIKING EFFECTIVENESS OF YOUR SALES CAMPAIGN WITH

It pays to buy WFIL . . . the only Philadelphia station offering merchandising cooperation tailor-made to meet individual sales problems. CHARTED MERCHANDISING! Unsolicited letters from leading advertisers and agencies conclusively prove the "Plus Value" of WFIL's specialized promotion.

You can sell more effectively in Philadelphia if you use WFIL's CHARTED MERCHANDISING — the plan that produces the largest listening audience at lowest cost. In 1941, 52.5% more advertisers used WFIL facilities compared to 1940. There must be a reason . . and there is . . WFIL Charted Merchandising.

NATIONAL REPRESENTATIVE — THE KATZ AGENCY, INC.

WFIL

THE BLUE NETWORK — KEY STATION QUAKER NETWORK — FM STATION W53PH

ONE OF A SERIES PRESENTING THE MEN WHO MAKE FREE & PETERS STATIONS

J. O. MALAND

MANAGER, WHO, DES MOINES

Graduate, University of Minnesota.
1915 General Merchant, Frost, Minnesota.
1923 Farm Program Director of WLAG, Minneapolis, (now WCCO), and Advertising Salesman, The Dakota Farmer.
1926 Commercial Manager, WLS, Chicago.
1930 Sales Manager, Columbia Farm Network, Chicago.
1931 Sales Manager, WOC-WHO, Davenport and Des Moines.
1933 Vice President, Central Broadcasting Co., and Manager of WHO, Des Moines.

A LONG TIME ago, some wise-acre expressed the sentiment that if you want a thing well done, you have to do it yourself. For years that saying stood. Then Joe Maland was born! Today, as Manager of WHO and Vice-President of Central Broadcasting Co., Joe is handling one of the biggest jobs in radio—and still has time not only to do a lot of Industry work, but also to be known as one of the *straightest shooters* in the radio business.

Matter of fact, from the day we started in business, Joe has been an inspiration and example to us, as well as our "father confessor" and our constant adviser in formulating our plans and policies. In building our own organization, we've of course had the choice of all sorts of men—and have always stuck by the idea that what you agencies and advertisers wanted was constructive help in working out your radio campaigns—real help, brought to you by an organization of decent, honest, intelligent fellows.

So that's the kind of outfit we've built to serve you. There's not even *one* stuffed-shirt or high-pressure sure-shot in our shop. We're fifteen chaps with nearly 200 cumulative years of experience in advertising and merchandising. And we know that *your* success is *our* success, in this group of pioneer radio-station representatives. Won't you let us *demonstrate?*

EXCLUSIVE REPRESENTATIVES:

WGR-WKBW	BUFFALO
WCKY	CINCINNATI
KDAL	DULUTH
WDAY	FARGO
WISH	INDIANAPOLIS
WKZO	KALAMAZOO-GRAND RAPIDS
KMBC	KANSAS CITY
WAVE	LOUISVILLE
WTCN	MINNEAPOLIS-ST. PAUL
WMBD	PEORIA
KSD	ST. LOUIS
WFBL	SYRACUSE
...IOWA...	
WHO	DES MOINES
WOC	DAVENPORT
KMA	SHENANDOAH
...SOUTHEAST...	
WCSC	CHARLESTON
WIS	COLUMBIA
WPTF	RALEIGH
WDBJ	ROANOKE
...SOUTHWEST...	
KOMA	OKLAHOMA CITY
KTUL	TULSA
...PACIFIC COAST...	
KARM	FRESNO
KECA	LOS ANGELES
KOIN-KALE	PORTLAND
KROW	OAKLAND-SAN FRANCISCO
KIRO	SEATTLE

and WRIGHT-SONOVOX, Inc.

FREE & PETERS, INC.

Pioneer Radio Station Representatives

Since May, 1932

CHICAGO: 180 N. Michigan Franklin 6570 — NEW YORK: 247 Park Ave. Plaza 5-8181 — SAN FRANCISCO: 111 Sutter Sutter 4558 — HOLLYWOOD: 6331 N. Gordon Gladstone 5949 — ATLANTA: 122 Palmer Bldg. Main 5067

BROADCASTING
and
Broadcast Advertising

Vol. 22, No. 12 WASHINGTON, D. C., MARCH 23, 1942 $5.00 A YEAR—15c A COPY

Angry NAB Board Stands Up For Miller

Blames Itself for Any Washington Weakness

DEEPLY INCENSED over "rump movements" in the industry to reorganize the NAB in conformity with views purportedly espoused by FCC Chairman James Lawrence Fly, a healthy majority of the NAB's board of directors who met in New York last Thursday and Friday, served notice they will defend the administration of President Neville Miller against all comers.

Described by one spokesman as "fighting mad", this majority insisted that the 26-man board itself, rather than Mr. Miller, should be criticized for any shortcomings in industry-Government relations, since it has authorized every policy action taken by its president.

Vote Down 4th District

At its closing session Friday, the board, by virtually unanimous action, voted down the resolution adopted by the 4th NAB District March 7 ostensibly looking toward a reorganization of NAB. On the only other reorganization proposal —exclusion of networks or their owned stations from active membership—the board by overwhelming vote rejected it, but voted unanimously to abolish the executive committee of nine, delegating all its functions to the full board.

The entire closing session Friday was occupied by matters incident to reorganization. President Miller, in effect, was given a confidence vote, and talk of a full-scale reorganization evaporated in the formal sessions.

As one of its final actions, the board appointed a committee to consult with broadcasters in the 4th District, comprising North Carolina, South Carolina, Virginia, West Virginia, Maryland and the District of Columbia on the reorganization resolution. It will report back to the board. Members of the committee are John J. Gillin Jr., WOW; Edward Klauber, CBS; Howard Lane, KFBK; John Elmer, WCBM; with Paul W. Morency, WTIC, an alternate.

In rejecting the proposal for exclusion of networks from active membership, which would not have affected managed and operated stations, the board went further by adoption of a resolution inviting the networks themselves to active membership. Instead of paying dues as associate members, the networks will pay on a pro-rata basis. NBC and CBS, based on their brackets, would contribute $24,000 each and the Blue $9,000. MBS is not a member.

Contention Eliminated

Abolition of the executive committee, which must be voted on at the Cleveland convention, eliminates one bone of contention in management of NAB affairs. If finally approved, it will mean more frequent full board meetings, since the executive committee was empowered to act for the board between sessions. Members, in addition to President Miller, are Messrs. Gillin, Klauber, Elmer and Morency; Don S. Elias, WWNC, Asheville; James D. Shouse, WLW, Cincinnati; O. L. Taylor, KGNC, Amarillo; F. M. Russell, NBC.

In voting down all reorganization proposals, the view was freely expressed by board members that if the industry capitulated to these demands, having had their origin in official quarters, they would only be supplemented by other summary edicts.

The 4th District resolution was proposed by John A. Kennedy, WCHS, Charleston. It was considered from several aspects, with the final action that of designating the committee to inquire further into the circumstances. Prior to that the board had voted down the resolution in its entirety.

Up to Cleveland

Determination to fight out the whole issue had been reached by a number of board members last Wednesday even before the sessions got under way. Informal meetings held by groups of members, it was reported, resulted in the resolve to stick to the present organization, and to let the matter come to a head at the membership convention in Cleveland, May 11-14.

There were accusations that certain industry groups are fostering "appeasement" in proposing a full-scale reorganization, affecting Mr. Miller's status and depriving the major networks of active membership in the association. Mr. Fly, it was stated, had advocated both of these moves, and had suggested formation of the Broadcasters Victory Council, made up of representatives of five industry trade groups, as a means of embarrassing NAB.

This group also castigated the action of the 4th NAB district meeting in Roanoke March 7 in adopting a resolution seeking appointment of a committee by the board to study the management, structure and finances of the trade association looking toward "greater unity, economy and efficiency". This resolution was "overplayed" out of proportion to its importance, according to some board members [BROADCASTING, March 16].

Clear Channel Session

Practically all board members—those espousing a reorganization and those uncompromisingly opposed—deplored the development of a break of any nature during these troubled times. There was no hard and fast division on the board, but fireworks in Cleveland were foreseen.

Last Wednesday night, prior to the convening of the NAB board, the executive committee of the Clear Channel Broadcasting Service met in New York. Among those present were its chairman, Edwin W. Craig, of WSM, Nashville, who had nominated Mr. Miller as the NAB's first paid president in 1938,

Directors See Big First Half, With Later Tapering of Sales

Current Average Running Well Above Last Year; NAB Board Discusses Governmental Problems

RADIO VOLUME for the first six months of this year, despite war conditions, bids to exceed last year's placements, but prospects for the second half are uncertain—with the likelihood the gain will be offset through indicated declines.

That was the concensus of 22 broadcaster-directors who attended the NAB board meeting in New York last Wednesday and Thursday. An impromptu survey, conducted Wednesday by Frank E. Pellegrin, NAB director of broadcast advertising, brought first-hand reports from a cross-section of the industry, covering local and regional as well as spot.

National spot appeared to be up, with local business down in some areas. But the overall average was ahead of last year.

Federal Plans

The board reviewed the list of current broadcasting problems, and heard reports not only from bureau heads but from J. Harold Ryan, one of its members who is serving as Assistant Director of Censorship, and W. B. Lewis, Assistant Director of the Office of Facts & Figures, and his assistant, Douglas Meservey. The work of these Governmental agencies related to radio was outlined in detail, with much interest centering upon plans of OFF to establish priorities for all Government time.

Support of the Advertising Council, created to enlist all media in the war effort, was voted by the board upon recommendation of President Neville Miller. The board authorized an appropriation of $2,500 toward radio's contribution of $15,000 to the Council. The balance is to be contributed by other industry entities.

Despite the previous position of the NAB opposing any steps for new radio legislation during the war emergency, the board decided that in the light of the action of the House Interstate & Foreign Commerce Committee, scheduling hearings to begin April 14 on the Sanders Bill to reorganize the FCC, a committee should be appointed to devise procedure in presenting industry testimony.

It was indicated that individual networks, if called upon, also would be prepared to offer testimony. Retention of counsel for the NAB also

(*Continued on page 54*)

and Mark Ethridge, WHAS, Louisville, close personal friend of the former Louisville mayor, and the man most responsible for reorganization after the 1937-38 breach.

As the sponsors of Mr. Miller, these executives proposed to carry the fight for retention of the present NAB structure. Both are among the industry's best-known figures. Mr. Ethridge served as interim president of the NAB in 1938 until Mr. Miller's selection. He is not now a member of the board. Mr. Craig is a board member and has served continuously for a dozen years.

Notice was served by several prominent NAB directors that they would pull out of the association if steps were taken to reorganize it along suggested lines. Rank and file broadcasters, they said, are wholeheartedly behind Mr. Miller. This has been evidenced repeatedly at NAB district meetings during the last few months, they said, except the 4th District meeting, and they were inclined to put a question mark after the action taken at that meeting, based on reports attributed to broadcasters who attended the closed session in Roanoke.

Chairman Fly's purported interference in pure trade association affairs was roundly criticized as unparalleled in Government annals. No one has ever heard of the chairman of the Interstate Commerce Commission attempting to dictate to the Association of Railroad Executives, or to advise that its operating head be deposed, they observed.

Blaming the Board

Caustic comment anent BVC also was voiced. It was charged the organization is far from democratic, with certain "paper" trade groups having equal voice with the NAB. BVC, one broadcaster commented, "has bowed to the will of Chairman Fly."

The same board group supported retention of network active membership and of network directors. The district director elections were characterized as the epitome of democracy. District members are free to elect local, regional, clear channel or network directors, they pointed out.

If the NAB has not been as effective as some broadcasters would want it, then the blame devolves not on Mr. Miller but on the board itself, said these spokesmen. When Mr. Miller took office three years ago, he was told that copyright was his No. 1 job. That he performed an effective and almost impossible feat in subjugating ASCAP, as generalissimo of the radio forces, is unanimously admitted, they pointed out.

All But Four Present

All but four NAB directors attended the sessions. Absentees were John E. Fetzer, WKZO, Kalamazoo, and Clarence Wheeler, WHEC, Rochester, in Florida recuperating from recent illnesses; Capt. George E. Norton Jr., WAVE, Louisville, on active duty with the Air Corps; Harrison Holliway, KFI, Los Angeles, who has been ill.

Present, in addition to the NAB staff members named, were District Directors Paul W. Morency, WTIC, Hartford; Isaac D. Levy, WCAU, Philadelphia; John A. Kennedy, WCHS, Charleston; Frank King, WMBR, Jacksonville; Edwin W. Craig, WSM, Nashville; J. Harold Ryan, WSPD, Toledo; Edgar L. Bill, WMBD, Peoria; John J. Gillin Jr., WOW, Omaha; Earl H. Gammons, WCCO, Minneapolis; Herb Hollister, KANS, Wichita; O. L. Taylor, KGNC, Amarillo; Eugene P. O'Fallon, KFEL, Denver; Howard Lane, KFBK, Sacramento; Harry R. Spence, KXRO, Aberdeen. Also Directors-at-Large James D. Shouse, WLW, Cincinnati, and J. O. Maland, WHO, Des Moines, for large stations; Don S. Elias, WWNC, Asheville, for medium stations; John Elmer, WCBM, Baltimore, and James W. Woodruff Jr., WRBL, Columbus, for small stations, and Edward Klauber, CBS, and Frank M. Russell, NBC, for networks.

4TH NAB DISTRICT started things with its March 7 resolution asking the NAB board to appoint a committee to study the management, structure and finances of the association. At the District 4 meeting at Roanoke were these industry notables (l to r): Richard Shafto, WIS, Columbia, S. C., elected district director; J. Harold Ryan, NAB board member on leave of absence from Fort Industry Co. stations as Assistant Director of Censorship; Neville Miller, NAB president; John A. Kennedy, West Virginia Network, retiring district director.

FCC Monitor Cited

FOR HIS ALERTNESS in intercepting an SOS message and initiative in taking action that assisted in the rescue of seven men in a Navy patrol plane forced down at sea off Galapagos Island on Jan. 15, James F. Farrell, FCC monitoring radio operator, has been formally cited by the Commission. Mr. Farrell while on listening-in duty at Westchester, Pa., heard the call for help and immediately passed the information on to the Philadelphia Navy Yard which effected the rescue.

Carmichael Resigns

CECIL CARMICHAEL, assistant to James D. Shouse, vice-president of the Crosley Corp. in charge of WLW and WSAI, Cincinnati, resigned last week and has not announced his future plans. Recently he had been assigned to direct national defense public service programs.

ARMY COMMISSION SLATED FOR KIRBY

APPOINTMENT of Edward M. Kirby, NAB director of public relations and education now on leave as civilian chief of the Radio Branch of the War Dept. Bureau of Public Relations, to active commissioned rank is expected shortly, the NAB board of directors meeting in New York was advised last Thursday by Maj. Gen. A. D. Surles, director of the bureau.

Mr. Kirby

With the War Dept. for the last year as a dollar-a-year man, Mr. Kirby will be commissioned with rank commensurate with the duties and responsibilities of his position. Gen. Surles said the character of Mr. Kirby's mission under war conditions makes commissioned service desirable.

The board agreed on policy in connection with severance pay for NAB employes who may be called to active duty. Roughly, this will be the equivalent of one month's pay for each year with the association, with a maximum of three months' salary. Because Mr. Kirby has been loaned to the Army for the last year, it was decided to allow him compensation for the balance of this year, from date of commissioned service.

Naval Staff Changes

CAPT. THOMAS BROWNING INGLIS, coming from command of the *USS Algorab*, last Thursday reported for duty in his new post of Assistant Director of Naval Communications under Capt. Joseph Redman. Capt. Inglis has had extensive experience in the communications field, including duty as communications officer at San Diego, 1932-34, and communications officer on the staff of the commander of the Battle Force, 1935-36. Lieut. Comdr. Franz O. Willenbucher, assistant war plans officer in the office of the Director of Naval Communications and active on DCB, has been promoted to commander.

JANSKY TRANSFERS TO ARMY AIR POST

AFTER holding the post for less than a month, C. M. Jansky Jr., recently appointed chief of the radio section of the Communications Branch, War Production Board [BROADCASTING, March 2], has been released from duty at the request of the War Dept. and on March 21 reported for special duty with the Army Air Force. The nature of his new assignment was not divulged, but it will involve specialized radio work in a civilian capacity.

Mr. Jansky's successor at WPB, where he served under Leighton H. Peebles, chief of the Communications Branch, has not yet been named but it is understood he will be a figure of equal prominence in the radio industry.

Mr. Jansky, former president of the IRE, is continuing his connection with the Washington consulting engineering firm of Jansky & Bailey, of which he is senior partner.

Callahan Promoted

PROMOTION of Vincent F. Callahan to the newly-created post of Director of the Press & Radio Section of the Treasury's Defense Savings Staff was announced last week. Mr. Callahan, chief of the Press & Radio Section since it was organized, is succeeded in the radio post by Charles J. Gilchrest, his former assistant. Melburn McCarthy, with the department since last May, was named chief of the press section. The appointments became effective immediately. Mr. Callahan reports directly to Eugene W. Sloan, director of the Defense Savings Section of the Treasury.

'Mexico Way' Extended

AN EXTENDED RUN of five more weeks has been planned for *Down Mexico Way*, NBC-Red weekly program originally scheduled for eight weeks. Thirty stations were added to the program's network last week, bringing the total above 100. The series is designed to increase interest in the Spanish language through the medium of music and drama and was suggested by Vice-President Henry A. Wallace [BROADCASTING, March 2].

'Chicago Sun' on 24

THE *Chicago Sun*, in an out-of-town circulation drive for its Sunday edition, has placed a schedule of one-minute week-end announcements on 24 Midwestern stations in Illinois, Wisconsin, Iowa, Indiana and Michigan. Contracts in most cases are for 52 weeks. Schwimmer & Scott, Chicago, is agency.

Alma Kitchell's New Show

HOMEMAKER'S interests will be featured on *Meet Your Neighbor*, a series starting on the Blue this week. Conducted by Alma Kitchell, known to radio listeners for her *Brief Case* and *Streamlined Journal* programs now off the air, the series will present informal talks on home subjects such as child guidance, use of substitute materials and gardening, in addition to occasional interviews with women in the news. The programs are designed to acquaint women listeners with other women throughout the country.

Federal Drive to Spur Food Advertising

Radio to Be Used For Nutrition Movement

OPENING THE WAY to new sources of advertising revenue for the radio industry, the Office of Defense Health & Welfare Services, headed by Paul V. McNutt, who is also Federal Security Administrator, has developed plans for a broad scale program to make the American public nutrition conscious.

Radio, it was said, will be one of the main channels used to carry the story of the campaign.

The project has been worked out through the cooperation of more than 20 Government agencies and subagencies with the Office of Defense Health & Welfare Services acting as coordinating agent.

Questionnaires Ready

Questionnaires have already been prepared to be mailed shortly to stations throughout the country, and scripts have been written to be incorporated into programs suitable to the aim of the drive—"to make the nation nutrition conscious" and "to bring nutrition from the laboratory to the kitchen".

The ODHWS questionnaires, some of which will also be sent to advertising agencies handling food accounts upon request, are designed to complete a wide-range study of the programs now on the air aimed at women listeners. When the questionnaire mailing has been completed, radio releases will be sent out upon request which will give program material on the subject of nutrition. The food and related industries are also cooperating in the program. Releases will also tell when Defense Health & Welfare Services officials will be in stations' localities and these officials will appear on local programs to advance the project.

At ODHWS headquarters it was said that radio was expected to speed the work of the program because "it will bring the campaign directly into the homes and can be presented in the simple, interesting manner for which radio is particularly suited."

Advertising May Result

The program, it was said, will explain the nutritional values of the various kinds of food, and—of particular interest to stations, advertising agencies and manufacturers — it will explain the values found in foods which are not widely consumed or whose nutritional values are not appreciated because of ignorance. The high nutritional value of soybeans, a study of which is now being made, was cited as one example of food which has not heretofore been looked upon as particularly valuable.

It was stated at ODHWS that there are many other unplumbed sources of highly nutritious foods and that publicizing these would most likely result in manufacturers launching advertising campaigns to promote these foods.

Also to be explained on the nutrition programs will be such processes as dehydrating, quick freezing and use of new containers, to enlighten the public to the fact that new packaging will not necessarily reduce the food value of the products contained.

Under the nutrition setup, the ODHWS will act as a coordinating agency for the Government agencies cooperating on the project, and the State, county and community nutrition committees.

It was said at ODHWS headquarters that the agency is already providing many women commentators with material for their programs. In industry circles it is felt that this cooperation may be a contributing factor in retaining many of the women's programs now on the air.

The program, it was said, will not attempt a scientific analysis of foods but will show by dramatization and simple explanation the values of balanced diets, the proper preparation of meals, conservation of vital foods, how to prepare low cost menus and other essential facts.

Provided also by the ODHWS will be four-page pamphlets which will give food rules and provide an excellent industry tie-in for manufacturers and distributors which can also be incorporated in radio programs. Cooperation will be extended to small manufacturers who have no elaborate research laboratories to enable them to obtain authoritative material to adapt to their individual problems.

Avoids Duplicating Effort

In its efforts to avoid duplication of work in its program, the ODHWS has advised that stations can obtain nutrition scripts from State committees which will be furnished material by Washington headquarters. Releases to keep commentators up to date on new research will be sent out weekly.

The Government has sought the aid of prominent food experts and doctors and has the consulting advice of prominent advertising men in launching the food campaign.

Assisting Mr. McNutt in promoting the campaign is M. L. Wilson, head of the Extension Division, Department of Agriculture. Dr. Helen S. Mitchell is principal nutritionist, assisted by Marjorie Vaughn and Mabel Stimpson. Harry Houghton, prominent advertising and promotion-man, is also active in the campaign. He is general sales manager of The L. L. Brown Paper Co., Adams, Mass.

Agencies Cooperating

Agencies cooperating in the national nutrition program include: Bureau of Agricultural Economics, Consumers' Counsel Division, Office of Experiment Stations, Extension Service, Farm Security Administration, Bureau of Home Economics, Agricultural Marketing Service, Rural Electrification Administration, Surplus Marketing Administration, all of which come under the Department of Agriculture; Social Security Board, Civilian Conservation Corps, Office of Education, Food & Drug Administration, U. S. Public Health Service, National Youth Administration, all under the Federal Security Agency; Department of Labor's Children's Bureau and Bureau of Labor Statistics; Federal Works Agency, including the Works Progress Administration; Department of Interior Fish and Wildlife Service; Office for Emergency Management, including the Office of Civilian Defense, Office of Price Administration and the Consumer Division; also the American Red Cross, National Research Council, Food and Nutrition Board and the Food Habits Committee.

Other Aides

Among other organizations working in cooperation with the Government are State and county health departments, city health departments, Red Cross offices, private social agencies, service clubs, women's clubs and other social, religious and fraternal organizations, State Extension services and other county and local organizations.

Fostering of Station Relations Planned in ASCAP Campaign

Three Types of Script Series Based on Music to Be Prepared, Murray Says After Station Tour

A COMPREHENSIVE program of station relations, including the furnishing of original radio scripts for broadcasters to use in connection with musical programs, will be announced this week by ASCAP, which will supply the service without charge to all of its licensed stations.

To prevent duplication by stations in the same area, three separate script series will be prepared, each consisting of a half-hour musical program, suitable for either a single advertiser or on a participating program.

Station Relations Plan

Continuities may be used with either live or recorded music and each script will be accompanied by a list of appropriate music, together with a list of recordings of each selection.

Plan was developed by Robert L. Murray, public relations director of ASCAP, who will hereafter devote most of his time to customer and station relations. On his return to New York last week from an extended tour he reported that in discussing the idea with local broadcasters it had received an enthusiastic reception.

"One of the problems I found confronting all local stations," said Murray, "is the fact that local sponsors all demand spot announcement time either before, after or on breaks in news broadcasts. This is due to the fact that the sponsors figure this gives them the largest audience. What the sponsors have not learned is that war news is hardly conducive to profitable customer response.

"Suppose the news announcer reads a bulletin stating that three more American ships have been torpedoed and then follows a break in which it is announced that the 'Bon Ton Store has just received a shipment of smart Easter millinery.' The woman who listens to such a broadcast is hardly in the mood to rush to the Bon Ton Store and purchase a new bonnet for the Easter parade.

"The ASCAP Easter script tells something about the origin of Easter and its customs throughout the years and throughout the world. And between these short, chatty narrations a recording of 'Easter Parade' is played, followed by the announcement of the Bon Ton Store. Any good merchandiser will tell you that the woman practically has a new hat on her head."

Seasonal Trends

Plans encompass a "June bride" series and other seasonal scripts as well as continuities for all such special occasions as Army Day, Arbor Day, Armistice Day and so on right through the alphabet to Valentine's Day and Washington's Birthday. Scripts will be prepared 13 weeks in advance throughout the year to allow stations ample time to make any alterations necessary to adapt them to a particular use or a particular sponsor. Each week's programs will be kept timely and with an eye to selling merchandise for the local retailer.

Scripts will be timed to run 30 minutes, allowing for eight recordings and in addition to straight continuity will include sample com-

(*Continued on page 57*)

Super-Power and Clear Probes Dropped

Fly Reveals Action At Hearing on Cox Bill

DISCLOSURE that the FCC has dropped its inquiries into super-power and the breakdown of clear channels to permit duplicate operation for the present, as a result of the war emergency, was made by FCC Chairman James Lawrence Fly last Wednesday in his second appearance before the House Rules Committee.

He appeared as a witness in opposition to the Cox Resolution (HRes-426) to investigate the FCC and its personnel, but did not conclude his testimony.

Expressing opposition to the Cox Resolution and indicating also that he opposed hearings scheduled to begin April 14 on the Sanders Bill (HR-5497) to rewrite the Communications Act, Chairman Fly said the FCC is so occupied with defense activity that he felt it would be a waste of time to go through protracted legislative hearings.

Due to the War

Giving emphasis to this view, he said that on the preceding day, Tuesday, the Commission had decided to forego its studies of both super-power and clear channels, presumably for the duration. These interrelated questions, which are highly controversial and involve international, interference and policy considerations, are being dropped by the Commission because of the pressure of war activity, he said.

There was no indication when the committee might vote on the resolution. Chairman Sabath (D-Ill.), who has strongly indicated his opposition to the resolution, recessed the hearings subject to his call, with Mr. Fly still on the stand.

Attendance at the Wednesday hearing was not as good as that at the first hearing March 12, only a half-dozen members being present. Rep. Cox (D-Ga.) and Rep. Halleck (R-Ind.) were the only members to examine Mr. Fly.

During the session, charges of internal dissension in the FCC, lobbying to block new legislation and the proposed Cox inquiry, and maintenance of a "Gestapo" by the Commission were hurled at the FCC Chairman. He denied all.

Doubt was expressed whether the committee would report the resolution favorably, though Rep. Cox still was confident. Reports have been current that the Administration is actively opposing the inquiry.

In some quarters it was thought the resolution would be referred to the House Interstate & Foreign Commerce Committee, which already has scheduled hearings to begin April 14 on the Sanders Bill to remake the FCC and redefine the statute. If that course is taken, it is presumed the Lea committee will cover some of the ground projected in the Cox measure involving the FCC, stewardship of its members, and the manner in which the Communications Act has been administered.

Wheeler Ponders

All was not quiet on the Senate side, where there is pending before the Interstate Commerce Committee the White Bill, which broadly falls along the lines of the Sanders measure, and the White Resolution for a sweeping investigation of the FCC, with emphasis on the chain-monopoly regulations. Active consideration, it is reported, is being given by Senator Wheeler to revival of proceedings in the Senate, though no definite decision yet has been reached.

No formal statement was made at the FCC in connection with Chairman Fly's revelation that the Commission had dropped its super-power and clear-channel breakdown inquiries. Six of the nation's 25 Class I-A channels are involved in pending applications seeking duplicate operation. The whole question of super-power is intermingled with the clear-channel breakdown, since stations could not operate efficiently with power in excess of the present limit of 50,000 watts if other outlets were on the same frequency, day or night.

It was ascertained, however, that after lengthy discussion the Commission decided to forego these inquiries, which would involve changes in existing regulations. It is presumed that scheduled hearings covering clear-channel breakdown also will be indefinitely deferred.

It is not expected the action will have any bearing on present special service authorizations covering certain clear channels, which in effect break them down, or on grants made on 850 kc., the clear channel occupied by KOA, Denver, which now is embroiled in litigation brought by NBC against the FCC decision granting WHDH, Boston, fulltime on the frequency.

During the exchanges before the Rules Committee, Chairman Fly, responding to Rep. Cox, heatedly denied there has been any dissension on the FCC during his tenure. He said there have been "differences of opinion", but there have been no such things as "personal animosities, ill-will or sniping behind one's back". Practically nine-tenths of the Commission's decisions are unanimous, he declared.

Network Influence

Asked whether the Commission has not been in public favor, Mr. Fly said that any Government agency which does its job is not favorably regarded by the industries affected. In broadcasting, he said, the industry wields "very powerful" influence and he mentioned again "two New York corporations", operating NBC and CBS, as these influences.

Mr. Fly said pointedly that he felt neither the Radio Commission nor the FCC, prior to his tenure, had handled the "monopoly" situation adequately. Asked by Rep. Cox whether Judge E. O. Sykes, former chairman of these agencies, had not encouraged CBS as a competitor of NBC, Mr. Fly declared he saw "nothing of a charitable or crusading attitude" in the establishment of CBS and that the "Paleys and Levys" wanted to get into what he characterized as "a profitable business".

Efforts of FCC Commissioner Payne to have the Commission investigated were mentioned by Rep. Cox, but Chairman Fly said that he knew of no such moves recently. Mention was made of a "leak" in a telephone report some time ago.

Rep. Cox said the FCC is not being attacked upon grounds of "moral dereliction" but that the demand for an inquiry grows out of "the fear that I have that the Commission is using its licensing power to force acceptance of its doctrines".

When Rep. Cox inquired whether the FCC was investigating charges of undue activity by "former members of the Commission with the possibility of court action", Chairman Fly said he would prefer not to discuss this matter in open session. Later it developed that the lease of WGST, Atlanta, to Sam Pickard, former member of the Radio Commission and former CBS vice-president, and C. H. Calhoun, Atlanta attorney, by the Georgia Institute of Technology was being studied by the Commission. Mr. Fly said he was not aware that "legal limitations" had been exceeded at any time, but that things were done which he would not have agreed with.

'Army of Young Men'

Reiterating allegations that the FCC maintains "a Gestapo used to terrorize and beat down licensees, members of Congress and all others who do not agree with the FCC", Rep. Cox asked whether the FCC did not maintain a "perfect army of ambitious young men".

Branding this "false", Mr. Fly said the Commission has a total of nine investigators. At this point, he said he knew what Rep. Cox had in mind—the WGST case. He referred to this as a lease arrangement resulting in profits to the lessees, which had been repeatedly attacked by members of Congress, notably Rep. Wigglesworth (D-Mass.), outspoken critic of the industry and of the FCC.

Rep. Cox interposed that Chairman Fly apparently believed he was motivated in introducing his

(*Continued on page 52*)

Army Program to Unite Forces Abroad With Folks at Home Will Open April 5

MARKING the first time in history a radio program has been directly sponsored and supervised by the U. S. Army to accomplish a military mission, the War Department on April 5 will inaugurate a new weekly series, the *Army Hour*, to be heard on NBC-Red, Sundays, 3:30-4:30 p.m. (EWT) for the duration. The shows also will be shortwaved to United Nations forces all over the world.

The *Army Hour* is designed specifically to "link the men in our armed forces fighting abroad with American firesides back home," the War Department announcement March 19 declared.

Production of the new military feature will be supervised by the Radio Branch of the Bureau of Public Relations, with well-known literary figures, radio writers and stars of stage, screen and radio occasionally cooperating on the programs.

Bridging the Gap

"The *Army Hour* will undertake to bridge the great distance which separate our armed forces and their families in continental United States," the War Department commented. "It will seek to bring about understanding of our military and morale problems as outlined by responsible military authorities and our own soldiers, many of whom will speak from the fighting fronts. Military leaders of our allies, as well as the military leaders of 'free armies' of subject peoples, still fighting, will be broadcast from all corners of the globe. For obvious reasons of military secrecy, the identity or location of many of these cannot be made known in advance."

From All Over World

According to the War Department, the main part of each program will originate in New York and Washington, with tie-ins from soldiers and officers at military bases of the United Nations throughout the world.

The *Army Hour* will draw on the full resources of the NBC program, production and special events divisions at home and abroad. Direct responsibility for the production of the program has been assigned to Robert C. Coleson, administrative executive of the Radio Branch and formerly in charge of special events and radio at the Golden Gate Exposition in San Francisco. Wyllis Cooper, a top-ranking radio writer, who served in the last war, is being re-commissioned into the Army and will devote full time to writing *Army Hour* continuity.

Music for the series will be un-

(*Continued on page 53*)

"YOURE A MUNITIONS PLANT NOW, BETSIE!"

● WITHIN 250 miles of Des Moines lies 75% of all the Grade A farm land in America. Iowa alone produces *one-twelfth* of all the Nation's food. And Iowa farmers are increasing out-put this year to make 1942 the most productive period of all time.

These are big facts in National Defense. They are also big facts in the Nation's merchandising picture. Because, this year, Iowa farm people will have more spendable income than ever before in all their fabulous history of agricultural prosperity.

How can you reach these people most effectively and at lowest cost? By radio, of course. With restrictions on automobiles and tires, small-town merchandising is now more important than ever. Radio is the one medium that covers Iowa's metropolitan, farm and rural non-farm families with virtually the same high intensity. . . . WHO, the only 50,000-watter in the State, is "heard regularly" in every community in Iowa. It does a complete, all-coverage job *for a fraction of the cost of any other medium.*

If for any reason you have never investigated the unique position that WHO holds in Iowa merchandising, let us send you all the amazing facts. There's nothing else like it in America. Drop us a line—or just ask Free & Peters!

WHO
+ *for* IOWA PLUS! +

DES MOINES . . . 50,000 WATTS

J. O. MALAND, MANAGER

FREE & PETERS, INC. . . . National Representatives

Eight - Year Pacts Of BMI Accepted By 614 Stations

Signatories Include 85% of Industry Dollar Volume

THE NEW BMI eight-year contracts had been accepted by 614 stations as of last Wednesday, according to Carl Haverlin, vice-president in charge of station relations, who said that the stations represented more than 85% of the industry dollar volume.

In 16 States and the District of Columbia, every station formerly licensed by BMI has either signed the new contract or pledged to do so, Mr. Haverlin stated, adding that the NAB First District, made up of Maine, New Hampshire, Vermont, Rhode Island and Connecticut has solidly renewed. He said 14 additional States are within one or two contracts of being solidly renewed.

Nets Advance Cash

The networks, too, have rallied to BMI's support. BMI's previous contracts expired March 11 and the first payment under the new contracts, due April 20, covers only a portion of the month of March, with the first full month's payment not due until May 20. Since the last call on the old contracts was made in January and since BMI has paid all installments already due on its contract with Edward B. Marks Music Corp., BMI's largest single commitment, and has in addition accumulated and earmarked a sum sufficient to pay all 1942 installments on this contract, a stringency in cash position has resulted.

To relieve this condition, CBS, NBC, Blue and the stations controlled by BMI directors have made advance payment of their first six months new license fees. The network payments are advances on their eight-year contracts which have been accepted subject to the agreement of their affiliates to assume their proportion of the cost of clearance at the source for BMI music as they already have done for music licensed by ASCAP.

Edward Klauber, CBS executive vice-president, last week sent a letter to all CBS affiliates, urging their continued support of BMI, "so that we may never again find ourselves without an alternate competitive source of music." The letter continues: "Since, as you know, the broadcasters themselves control this organization through the election of its board of directors by the stations which are its licensee-stockholders, we believe that BMI's activities will be geared to the desires of the broadcasters within the scope of its budget and income."

States from which solid renewals had been received as of last Wednesday include: Arizona, Colorado, Connecticut, Delaware, District of Columbia, Iowa, Kentucky, Maine, Massachusetts, Mississippi, Nebraska, New Hampshire, New Mexico, North Dakota, Rhode Island, Wisconsin, Vermont. States lacking only one or two station contracts to be solidly renewed included: Arkansas, Indiana, Maryland, Minnesota, Montana, Nevada, New Jersey, Oregon, Pennsylvania, South Carolina, South Dakota, Utah, West Virginia, Wyoming. Among stations whose contracts were received last week were Crosley's WLW and WSAT, Cincinnati.

OLD FRIENDS were reunited and old times revived when Dinah Shore returned to WSM, Nashville, to appear on a defense bonds and stamps show. Dinah got her start at WSM back in 1934-36 and from there shot to prominence. Now she is with Eddie Cantor on his Wednesday, 8 p.m., Ipana-Sal Hepatica show over NBC-Red and has her own NBC program. Beaming reunioners are Dinah (center); Marjorie Cooney, WSM news commentator and musician; Beasley Smith, WSM music director.

BMI Champagne

CHAMPAGNE flowed at the NAB board of directors meeting in New York last Wednesday, the gift of BMI to Paul W. Morency, general manager of WTIC, Hartford. When word was received during the meeting that the last three stations of District 1, embracing New England, had signed BMI contracts for a total of 53, BMI paid off. Mr. Morency recalled the reward was to have been a case of imported, but BMI settled for a bottle. BMI reported that to date 614 stations have renewed their BMI licenses.

Tootsie Rolls on 12

SWEETS Co. of America, Hoboken, N. J., on March 23 starts a 26-week campaign for Tootsie Rolls, using 10 to 20 spot announcements weekly on a varying basis on 12 stations. Agency is Biow Co., New York.

All References to Weather Forbidden In Covering Games During the Season

NO REFERENCE whatever to the weather should be made during broadcasts of baseball games, according to a communication to all broadcasters issued last Friday by J. Harold Ryan, Assistant Director of Censorship. The statement was framed in response to frequent inquiries by program managers and sportscasters regarding the handling of games, now that the diamond season is about to start.

Mr. Ryan's office asserted that his March 20 statement is not to be regarded as a directive, but rather as a suggestion to program and sports departments.

Not only must no reference to weather be made during baseball broadcasts, even if weather conditions should cause cancellation of games, but the broadcaster must exercise extreme caution in interviewing former baseball players and officials now in the armed forces who might be called to the microphone.

Quiz Restrictions

With respect to informal quiz programs at the games, the statement calls attention to the section of the Wartime Censorship Code which asks that all audience participation quizes be discontinued except under certain qualification.

Mr. Ryan's statement follows in full text.

The purpose of this communication is to call to the attention of those in authority certain program problems which might arise in applying the Code of Wartime Practices for American Broadcasters with the advent of baseball season.

Special attention of all baseball play-by-play broadcasters is called to subparagraphs (1), (2) and (3) of Section I of the Code.

Subparagraph (1) provides that weather should not be broadcast unless officially authorized. It further suggests: "Special care should be taken against inadvertent references to weather conditions during sports broadcasts, special events, and similar projects." This means, specifically, that announcers are advised against *any reference to weather* during the broadcast. If weather conditions cause cancellation of game, simply state the fact that the game has been cancelled without describing the cause. The unchallengable baseball broadcast of 1942 will make no reference to the weather conditions at the scene of play.

Subparagraphs (2) and (3) provide against the release of information concerning our armed forces. In each subparagraph, it is suggested that the movement of personnel of armed units should not be used unless appropriately authorized. It is likely that some broadcasters will want to interview former baseball players and officials who have joined the armed forces and have returned to their original environments on furlough.

It is especially important that in conducting such interviews, the interviewer should not elicit from his subject the exact identity of the latter's unit (unless he is in a training camp), his destination after the furlough has expired or any other information falling within the purview of Section I of the Code. Likewise, announcers should guard against stating specifically the location of former baseball notables who are now with the armed forces, again unless they are in training camps in the continental United States.

If it is the plan of any radio station to conduct informal quiz programs at locales of games, special reference should be made first to the stipulations in subparagraph (b), Section II of the Code.

Lucas and Jenkins Pull WGST Offer

BECAUSE the situation has become "embroiled in politics", Arthur Lucas and William Jenkins, Georgia chain theatre operators and owners of a group of stations in that State, have notified the FCC that they have withdrawn their offer to take over operation of WGST, Atlanta, and to pay $30,000 annually and 25% of the station's annual net income to the Georgia School of Technology, licensee.

The offer was made in alleged competition with Southern Broadcasters Inc., which is headed by Clarence L. Calhoun, Atlanta attorney, and Sam Pickard, former Federal Radio Commissioner and one-time CBS vice-president. Southern Broadcasters Inc., for the last ten years has operated the station under a management contract, which Gov. Talmadge of Georgia is urging should be terminated despite the fact that it still has ten years to go.

Gov. Talmadge, it was reported, has insisted that the next phase of the FCC hearing on the renewal of the WGST license, scheduled for March 26, should proceed and that the Commission should approve the Lucas-Jenkins deal. He is reported to have stated that he will appear personally at this hearing, despite the fact that he has been notified that Lucas and Jenkins have dropped their offers.

Hearings on the WGST license renewal started early last December before the FCC, and immediately became involved in Georgia's hectic political situation. Many acrimonious exchanges highlighted previous hearings, at one time almost reaching the point of fisticuffs. These, with other complications involving the legal representation of WGST, have made the hearings the most spectacular before the FCC in years. The several postponements of the hearings were necessitated by the illness of Mr. Lucas.

Schmidt Testing

K. G. SCHMIDT BREWING Co. Logansport, Ind. (Premium beer), has started testing radio with a schedule of 30 spot announcements weekly for 26 weeks on WIND Gary, Ind., and expects to expand in the summer. The company distributes in Ohio, Indiana and Illinois. Agency is First United Broadcasters, Chicago.

Dye Discs on 42

NORTH AMERICAN DYE Corp. Toronto, on March 12 started twice-weekly transcribed musical *Sunset Dye Program* on 42 Canadian stations. Account was placed by Atherton & Currier, Toronto.

SEPARATION of NBC and the Blue networks, Chicago, was practically completed last week when NBC departments moved to the 20th floor of the Merchandise Mart and Blue offices occupied the south wing of the 19th floor.

★

It's a tank car being loaded with natural gasoline—the 100 octane fuel which, blended with commercial gasoline, gives Allied Nations the world's best aviation fuel.

★

HELL FOR HIROHITO!

AIR POWER will win the war . . . and air power will win your battle for sales! KWKH is a "must" on your "A" schedule—for dominant coverage of one of America's richest markets. It's the production center for the nation's basic war materials—gas, oil, gasoline, cotton, lumber. It's the home of 370,000 eager-to-buy, able-to-buy radio families.*

KWKH is the *natural* choice of the high-paid workers of East Texas, North Louisiana and South Arkansas . . . with 50,000 watts tuned to their specific radio needs. Buy KWKH—and you'll get a higher octane rating in the market that fuels the nation!

*CBS sets net daytime circulation at 313,000; net nighttime at 425,000. Ask Branham Company for details.

CBS **KWKH** 50 KW

SHREVEPORT, LOUISIANA

Member South Central Quality Network

The *SELLING POWER* in the *BUYING MARKET*

More Realistic View of War Needed, NBC Tells Affiliates

First of Cross-Country Conferences Is Held in New York; Mullen Outlines Radio's Function

A MORE REALISTIC view of the war and the problems that it presents to the broadcasting industry was urged by NBC executives upon the network's affiliates in New York State and New England attending a meeting at the Waldorf-Astoria, New York, last Monday and Tuesday.

The two-day session, with Paul W. Morency, WTIC, Hartford, member for Region No. 1 of NBC's Advisory and Planning Board as chairman, was the first of a series to be held throughout the country, with a dozen of the network's key men traveling from point-to-point to discuss the present outlook for broadcasting with all NBC affiliates.

Winning the War

Keynoting the meeting was a hard-hitting analysis of "radio's first war" by Frank E. Mullen, vice-president and general manager of NBC who told the gathering that networks and their affiliates today face a common problem. "Our function and our responsibility as broadcasters is the task of helping our country win the war," he declared.

"Whatever happens to broadcasting as a business," he continued, "our service is not one to be discarded now or for the duration. We are essential to every activity of Government. We are essential to the Army. We are essential to the Air Force and to the Navy. We are essential to the maintenance of public morale and the service of public information. And finally, we are essential to the vast listening public here and abroad because of the great free service of entertainment and recreation we bring—a service essential to rest body and mind for the urgent tasks of planning, production and war."

Mr. Mullen emphasized two "outstanding facts" in the present situation: "First, that broadcasters generally have not been and are not now sufficently realistic about the impact of war on the business and service of broadcasting, whereas only clarity will allow us to chart the proper course, and second, that however much the broadcasters of the nation have contributed before and since Dec. 7 of last year, vastly more will be demanded and required as we proceed on the road to total war effort.

"Most certainly 'broadcasting as usual' belongs to the same limbo as 'business as usual.' Profits may seem vital to us, but they will be important only as funds to finance the war. On one hand," he pointed out, "the Government and people of the United States must have a broadcasting service second to none in helping to win the war, and on the other, the broadcasting structure to survive must find the financial support to render whatever service is properly demanded of it.

Jolting the Public

"In this we face the dilemma of increasing demands against decreasing returns. None of us can foresee exactly what will be required of us as the Government program develops and our war efforts get into high gear. . . . We can be proud of the record of broadcasting over the past two decades. . . . Let us accept with courage and enthusiasm the challenge of our times."

Describing radio's immediate job as that of jolting the American people out of their complacency and bringing them to the fighting pitch already reached by our armed forces, Mr. Morency in his opening remarks said the Government has asked for radio's support. "Today's meeting," he stated, "is to serve notice that our only obligation is to promote the war effort, and commercial considerations must give precedence to this demand."

Describing NBC's contribution to the war effort, Ken R. Dyke, director of promotion, said that from Dec. 7 to March 15 NBC and its M & O stations broadcast 751 war programs, totaling 230 hours, in addition to airing 6,242 announcements. Mr. Dyke also conducted a session on practical promotional problems, during which he criticized the prevalent practice of putting the call letters in such large type that there is no room in the advertisement left for sales message or location of the station. "With more than 800 stations in operation," he said, "not even agency timebuyers can be expected to remember where each is located." Charles B. Brown, sales promotion manager, also spoke on the topic of station and network advertising.

Dr. James Rowland Angell, public service counsellor of NBC, surveyed the field of public service programs, particularly news broadcasts. "To merit and retain the complete confidence of the public in the accurate and disinterested character of the news presented by radio should be one of the most sensitive concerns of the broadcaster," he declared.

Avoiding Distrust

"Once permit the public to acquire serious distrust of the reliability of the radio and both the public and the broadcaster will be the sufferers. At this point the commentator institutes a peculiarly grave risk. If ignorant or indiscreet, he can do untold damage to radio as well as to the nation."

A. L. Ashby, general counsel, reviewed at length the present litigation in which NBC is involved, particularly the steps which are being taken to prevent the FCC from putting into effect its rulings which would change the present method of network operations. C. L. Menser, program manager, spoke

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RADIO WAR CLINIC, first of a series, brought New York and New England affiliates of NBC to New York March 9-10 for sessions with NBC executives. Paul W. Morency, manager of WTIC, Hartford (center) spoke for the 11 affiliates in Region 1 of NBC's station advisory and planning board. At his left is Frank E. Mullen, the network's executive vice-president, and at right is William S. Hedges, station relations vice-president, who arranged the tour which took the NBC executives to Cincinnati, March 18-19, and Atlanta March 20-21. Rest of the war clinic sessions will be held in Dallas, March 23-24; Chicago, March 26-27; San Francisco, March 31-April 1.

New Duff Schedule

P. DUFF & SONS, Pittsburgh, has started a new spot schedule of transcribed announcements three times weekly on 13 stations. After April 1 other stations will be added. Stations now being used are: WBZ-WBZA, Boston-Springfield; WKBW, Buffalo; WTAM, Cleveland; WBNS, Columbus; WWJ, Detroit; WHP, Harrisburg; WFBM, Indianapolis; KYW and WIP, Philadelphia; WCAE and WWSW, Pittsburgh; WGY, Schenectady; WOL, Washington. Duff products are also promoted weekly on the First National Stores' program on Yankee Network. Agency is W. Earl Bothwell Adv. Agency, Pittsburgh.

Net Case Accepted By Supreme Court

Decision Before the Summer Recess Thought Possible

ACCEPTING jurisdiction over the network-monopoly case, the Supreme Court of the United States announced last Monday that litigation tentatively has been set for argument for the week of April 27. It is expected the court's ruling on the question of the FCC's jurisdiction over contractual relations between networks and affiliates will come prior to its summer recess in June.

The regulations were suspended under the stay granted March 2 by the statutory three-judge court in New York, pending the appeals by NBC and CBS to the Supreme Court [BROADCASTING, March 9-16].

Further Stay Possible

The highest tribunal, it was made known, plans to sit two weeks during May. If the case is not reached during the week of April 27, arguments will be heard prior to the summer recess, according to court attaches. Following normal procedure, the court would make known its decision prior to its June recess over the summer.

The stay granted by the New York statutory court runs until May 1. Since it appears virtually impossible to procure a Supreme Court decision by that date, it is expected the highest tribunal will authorize a further stay until it hands down its ruling.

The New York court originally had ruled last month, in a 2-1 decision, that it had no jurisdiction to adjudicate the validity of the monopoly regulations. Subsequently, however, on further argument it granted the stay to allow the statutory appeal to the Supreme Court.

Greenwald Joins OEM; To Handle New Series

W. B. GREENWALD, formerly owner of KWBG, Hutchison, Kan. (now KWBW), has joined the staff of the Radio Section of the Office for Emergency Management under Bernard C. Schoenfeld, radio chief. Mr. Greenwald has been assigned to handle a new series of programs titled *The Home Front*, which will be offered to local non-network stations throughout the country. It will be a live talent show produced from script furnished by the Radio Section of OEM to the American Legion Auxiliary.

The latter has accepted the responsibility for obtaining talent in local communities. The program will include drama, comedy, music, interviews and information regarding the war effort and how each individual is affected and can help. It will be staged locally in each instance with strictly local talent enlisted through State and local chairmen of the ALA who are working in cooperation with the national radio chairman, Mrs. E. P. Keen, of Honesdale, Pa.

XUM

THE AREA

You'll find top advertising minds cutting out paper dolls today.

It's profitable!

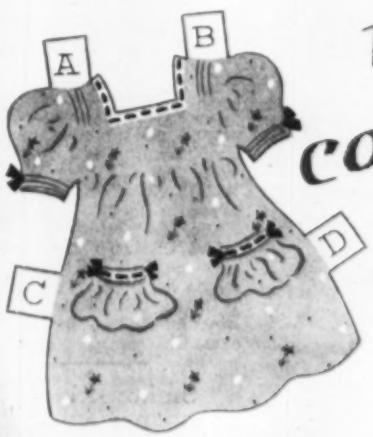
It's simple!--

1. Get a little beauty like Betty. Betty represents the rich Philadelphia market, where effective coverage is a problem of direction. Because Philadelphia's 20-county market forms an area nearly twice as long as it's wide.

2. Get a dress that fits Betty perfectly. This is KYW, whose directional antenna gives you Primary coverage of 1,289,000 radio families--the entire Philadelphia trading area.

The rest is simple as A B C D:

Just ask NBC Spot Sales about the advantages of tailored coverage--with a 50,000-watt, Red Network station.



THE COVERAGE

KYW
PHILADELPHIA
50,000 WATTS

WESTINGHOUSE RADIO STATIONS Inc
KDKA KYW WBZ WBZA WOWO WGL

Missing Newsmen Now in Australia

Cuhel and Dunn Escape Java; Miss Wayne Coming Home

MISSING since the Japanese occupation of Java early in March, three radio correspondents last week reported to their respective networks that they were safe, with Frank Cuhel, MBS, and William J. Dunn, CBS, wiring in the perilous tale of their escape to Australia.

With George Weller, *New York Post* correspondent, Cuhel and Dunn stayed on in Java after the last American Navy units and bombers had left March 1, and were forced to sail for safety on a small steamer bound for Melbourne.

There were 600 aboard the vessel with cabin accommodations for 40. Jap bombers rained machine-gun bullets and shells on the craft, hitting the main salon, and a steady barrage of fire from submarines and shore batteries followed the steamer as it sailed through mine-infested waters.

At the harbor of Patjitan some passengers rowed ashore, but the correspondents stayed aboard and arrived in Melbourne 11 days later. Dunn has cabled CBS that he is going on to Sydney, and, if possible, will broadcast from there.

Miss Wayne on Way

Mutual's former reporter in Batavia, Elizabeth Wayne, whom Cuhel replaced in January, arrived in Trinidad last week, and will fly to New York on the first available *Clipper*. Mutual had not heard from Miss Wayne since January when she reported she was leaving Java to come to America.

To replace Far Eastern news reports by Cuhel while he remained on the missing list, Mutual has appointed as its correspondent in Honolulu, Owen Cunningham, program director of KGMB, Mutual affiliate in that city. His reports supplement those by Sam Brewer from Cairo and John B. Hughes from Los Angeles on the Sunday 12:30-1 p.m. news roundup.

Cecil Brown, CBS Far Eastern correspondent broadcasting from Sydney, Australia, since the fall of Singapore where British authorities barred him from the air, is enroute to this country, and is expected to land in San Francisco about March 25, according to the network.

After a short vacation, Brown will go on an extensive lecture tour, speaking on his war experiences in colleges and universities, forums and clubs from coast to coast. W. Colston Leigh, agency booking the tour, is arranging dates after April 1, none of which have been announced as yet.

Coast Fruit Series

CALIFORNIA PRUNE & Apricot Assn., San Jose, Cal., on March 14 started for 13 weeks a weekly newscast by Dick Joy on 6 CBS Pacific Coast stations. Agency is Long Adv. Service, San Jose, Cal.

White, Schechter and Opfinger Get Plaques

Ingenuity of Network's News Directors In Getting War News Draws Recognition

"ALL THREE networks have done outstanding work in securing news broadcasts from various war fronts, but little credit has been given to the key men who arranged these broadcasts. It takes real ingenuity to put through these broadcasts in the face of censorship, bombings, breakdown of wires and other difficulties. Therefore Paul White, A. A. Schechter, and Adolph Opfinger deserve a salute for their fine work and this we give them in the form of three plaques which are theirs to have and to hold permanently."

The above is the speech made by John Hymes, timebuyer of Lord & Thomas who, as president of the Radio Executives Club of New York, announced the winners of the Club's first annual award for "outstanding contributions in distinguishing the American system of broadcasting in 1941," at the March 18 meeting at the Hotel Lexington, New York. Winning classification was "foreign news coverage," as selected by a vote of the Club's 250 members, and plaques were presented to Paul White, CBS director of public affairs; Schechter, NBC's director of news and special events, and Mutual's Program Service Manager Adolph Opfinger.

Runners-up, in the following order, were Major E. H. Armstrong and FM, *Cavalcade of America*, *U of Chicago Round Table* tying with *Town Meeting of the Air*, *Information Please*, and *The American Forum*.

Out-of-town guests were Eugene Carr, WGAR; John Dodge, WRC-WMAL; G. P. Jones, WATL, and Don Laws, CJOR, Vancouver, B. C.

Carnation in Canada

CARNATION Co., Toronto (condensed milk) on March 24 starts twice weekly transcribed quarter hour program *Carnation Bouquet* on a large list of Canadian stations. Account was placed by Baker Adv. Agency, Toronto.

MIKES VS. SABOTAGE

New Detector Makes Whisper Sound Like Shout

ANTI-SABOTAGE device, a "whisper detector", has been developed by Stromberg-Carlson Mfg. Co. in cooperation with the Brush Development Labs., Cleveland, and the Astatic Microphone Co., Youngstown, O. Designed to detect any intrusion to the grounds of vital war effort plants, the device—a network of concealed, highly sensitive microphones—is claimed to make the slightest noise sound like a bull elephant on the loose. The system, it is also claimed, can be hooked to relays to cause a red light to flash.

Lee McCanne, assistant general manager of Stromberg-Carlson, said that test installations of the new alarms have been made in the Midwest. One microphone it is said can protect as much as 3,000 feet of fence and the system is intended to supplement regular patrol activities. Mr. McCanne disclosed that the Government has assigned an 1-A-1 priority rating to the detector.

NAB Protests N. Y. Bill To Ban Foreign Tongues

AS CHAIRMAN of the foreign language committee of the NAB, Joseph Lang, general manager of WHOM, Jersey City, has filed a protest to the bill introduced a week ago in the New York State Senate by Senator Edward J. Coughlin of Brooklyn. Under the proposed bill foreign language newspapers and foreign language broadcasts would be prohibited in New York State unless accompanied by English translations.

The value of such broadcasts is evident, Mr. Lang said, in view of the recent installation of foreign language broadcasting departments in such governmental divisions as the Census, Treasury and Justice Departments, the OFF and the WPB. The Senator is understood to be sponsoring the bill at the request of various war veteran associations.

AGRONSKY SHIFTED TO SHUTTLE BEAT

WITH the shift of the Pacific war to Australia and its environs, A. A. Schechter, NBC director of news and special events, has placed Martin Agronsky, NBC foreign correspondent, on a "shuttling assignment," between Melbourne and Canberra. Sidney Albright, who had been covering events in Batavia, Java, for NBC, will cover developments from Sydney, Australia, where he arrived after a hazardous escape from Jap forces in Java.

On the other side of the world, NBC has made arrangements whereby Robert Magidoff, speaking from Moscow on the five times weekly *News of the World* program, can be picked up either across the Atlantic or Pacific in New York or San Francisco.

NBC news rooms in those cities are hooked by direct teletype and after "monitoring" Moscow, Magidoff goes on the air. Whichever receives the clearer signal can pick up his talk, New York via special RCA equipment at Riverhead, Long Island, and California by the Point Reyes station.

Bijur Personnel Places

FOLLOWING the recent announcement by George Bijur Inc., New York, of suspended business for the duration, the disposition of personnel was announced last week. Arkady Leokum, copy supervisor, joins the Kiesewetter Aegncy, New York. Eran Karr, office manager, has joined the Wm. A. Schautz Adv. Agency, New York, as has Pauline Quigg, chief bookkeeper. Ruth Bannerman, receptionist, has already joined Pedlar & Ryan. R. C. Powell, research manager has joined the 101st Cavalry. Harriet Bissell, copywriter, is dividing her work between advertising and the Air Ferrying Command in Washington. George Bijur, president, has made application to the Army Air Corps and H. W. Williams is seeking service with the Signal Corps.

Jelke Placing

JOHN F. JELKE Co., Chicago (Goodluck Margarine), during the first two weeks in March has placed its thrice-weekly series of transcribed quarter-hour programs, titled *Happy Meeting Time* on five stations, including WMC, WSAI, WROL, WJSV and WLAC. Program is musical with patter by Harry Von Zell, Frank Luther and Gwen Davies. Company also sponsors one-minute daily announcements on WDBC, Escanaba, Mich., WDMJ, Marquette, and KFAB, Lincoln. Agency is Young & Rubicam, Chicago.

Stokowski on Blue

LEOPOLD STOKOWSKI will conduct another series of four NBC Symphony Orchestra concerts, beginning March 24 on the Blue Network. The opening program will be the first regular Tuesday night Symphony concert to be broadcast from NBC's studio 8-H since acoustical improvements have been made. Stokowski conducted the orchestra in a series of four concerts last November.

more than all the rest combined!

• More persons listen to WKY in Oklahoma City morning, afternoon and evening than to ALL THREE other stations combined!

This is true today—(see December, 1941-January, 1942, Hooper Station Listening Index for Oklahoma City). It was true a year ago, five years ago, ten years ago. It will be that way tomorrow, next month, next year . . . and the years after. The decisive listener preference which WKY enjoys makes choice of stations in the Oklahoma City market an easy matter.

No other Oklahoma City station comes within 50% of WKY in popularity, morning, afternoon, or night!

WKY
OKLAHOMA CITY
OWNED AND OPERATED BY THE OKLAHOMA PUBLISHING CO.
THE DAILY OKLAHOMAN AND TIMES ★ THE FARMER-STOCKMAN
KVOR, COLORADO SPRINGS ★ KLZ, DENVER (Affiliated Mgmt.)
REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.

The Radio Makers Go All-Out for War

2 Billion Annually to Be Turned Out for Armed Forces

EVERY FACILITY—engineering brains, factory supervision, plants, technical "know how"—of the radio manufacturing industry will be used in order to produce the tremendous volume of military communications equipment needed for the war effort, the War Production Board said last week in announcing a summary of the conversion program that must be started by April 22, date set by the WPB in its official order of March 7.

Production of communication equipment, it was said, is expected to exceed $125,000,000 per month by the end of the year, and the program for this type of war material, including that delivered, on order and yet to be allocated, amounts to approximately 2 billion dollars.

Manufacturer Groups

In its roundup of sources from which the military services will get their radio equipment, WPB said this will come principally from an approximate 55 manufacturers who furnished most of the sets for civilian demands. These manufacturers have been grouped by the WPB, ranging from companies with complete technical equipment capable of building entire units out of raw materials to companies that only assemble parts supplied by other plants.

Other manufacturers who will be utilized in the program will be 250 firms that made tubes, condensers, loud speakers and other set parts; also 500 to 1,000 firms making switches, stampings, screws and other small items going into receiver makeup.

"So far as the 55 set makers were concerned," the WPB said, "civilian radios comprised nearly all of their business in 1941. There was, however, some work on military equipment, but it amounted to only an additional $10,000,000, or about 5% of the total volume".

In further claims by the WPB that the set manufacturing industry has shown slight conversion to war work in the past year, it was said that "aside from this relatively small conversion to military work, the first real step toward making the facilities available for use in the war program was taken Jan. 23 when the Consumers Durable Branch of the War Production Board issued an order curtailing by about 40% the production of receiving sets for civilian use. Reductions also were ordered in the output of phonographs and radio phonograph combinations."

However, the WPB in a later statement to BROADCASTING said that only plants engaged in strict civilian set manufacturing were considered in arriving at the figures given in its announcement. Huge plants such as those of RCA and General Electric, which have been doing work for the armed forces over a long period, were not included in the WPB study of war conversion up to the present time.

As previously reported in BROADCASTING, materials which will be made available for war production when the industry conversion order goes into effect April 22 include 70,000 tons of steel, 10,000 tons of copper, 2,100 tons of nickel.

Conversion Problems

In its statistical analysis of the program, the WPB said that about half the program is for detector equipment; 20% for aircraft and navigation equipment; 20% for tank sets, walkie-talkies, etc.; the remainder for telegraph, telephone and miscellaneous equipment. A price summary of the receivers that must be supplied shows that about 120 set models are included. These range in cost from $75 to $85,000 per unit.

In its discussion of problems facing the industry in a conversion, the WPB said, "In converting radio manufacturers to war production, the problem is one of individual plants, rather than one of the industry as a whole. There are several reasons for this. One is the composition of the industry. In it are companies that make nothing else but radio equipment. Other companies in the industry are part of large corporations that also make automobiles, air conditioning equipment, electrical appliances and many other products unrelated to radio."

Specialization in the manufacture of single models was also pointed out by the WPB as a conversion problem inasmuch as manufacturers will be called upon to manufacture a variety of sets for military use. "But," the statement continued, "the most important factor is that involving the particular facilities of the plant, whether it is operated by a company making radios exclusively; or by a company making few models, or one making many. The problem is that of putting the productive 'know-how' to work".

"Know-How" is Criterion

In further explanation of "know-how" in technical operation of plants, the WPB cited examples of the Army and Navy and WPB itself going outside the radio industry to obtain many types of equipment because "other firms are better qualified technically". This was not directed as criticism of the industry but was said to illustrate determination on the part of the WPB to find every means available to obtain the best possible equipment for military use. The WPB has on numerous occasions pointed out that many manufacturers have not gone into the more intricate

(*Continued on page 48*)

Sale of FM Receivers Continues to Increase

DESPITE curtailment of all radio receiver production by order of the WPB which will halt the manufacture of sets after April 22, FM Broadcasters Inc. reports that approximately 30,000 additional FM receivers were purchased during January. This brings the national total to 285,000 sets according to the FM trade association.

A breakdown of sales indicates that the majority of these went to listeners in New York, Chicago and the New England States. FMBI estimates the New York total apparently passed the 60,000 mark early in February, while the Chicago sets stayed between 30,000 and 35,000 and the New England total approached the 30,000 mark. At present there are 25 commercial FM stations in operation.

EVALUATING potential commercial programs for Pacific Coast network showcasing is this group of radio executives. Passing judgment are (l to r): Clyde Scott, KFI-KECA, Los Angeles, sales manager; Clete Roberts, BLUE Network Inc., special events director; Robert Moss, network production manager; Myron Elges (standing), account executive.

W41MM Delayed By War Shortage

Plans Late April Beginning With Reduction in Power

IMPEDED but nevertheless unstopped in its construction by the wartime materials shortage, the new W41MM, Winston-Salem, N. C., commercial Class D FM station of Gordon Gray, has announced it will take the air about April 30. Mr. Gray is publisher of the *Winston-Salem Journal* and *Twin City Sentinel* as well as operator of WSJS, Winston-Salem.

Although authorized for 50,000 watt operation, W41MM will first use 3,000 watts pending delivery of a 50,000 watt amplifier from General Electric. The 50,000 watt unit is at present undergoing tests and W41MM expects to assume its maximum power by next fall. A 100-foot temporary tower has been erected at the station's actual location, Clingman's Peak, 6,885 feet above sea level. W41MM was granted last year as a Class D station on 44.1 mc. for a huge rural and urban service area of 69,400 square miles.

Using WSJS Studios

War priorities have forced W41MM to discard its original plan for studios on Clingman's Peak. Instead, for the duration, programs will be fed from WSJS Winston-Salem studios to the main Clingman's Peak transmitter of W41MM via a special relay transmitter atop the Reynolds Building. It is hoped that the station by means of its high transmitting location and directional array will be able to contact with the American Network, an FM chain of which it is a member.

Complete personnel has not yet been selected and under wartime conditions it is presumed that the services of WSJS announcers will be largely used. Permanent staff so far includes: Gordon Gray, manager; C. M. Smith Jr., chief engineer; Paul W. Norris, sales promotion and research.

W75P Opening April 4

OPENING date for the new Westinghouse FM station W75P, Pittsburgh, affiliate of KDKA, has been set for April 4. Originally scheduled for the middle of March, the date had to be set back because of delays in getting materials needed for the transmitter installation. A two-hour broadcast, carried both by KDKA and W75P, will herald the new station, including a review of some of the new programs to be heard, a parade of KDKA talent, several special event pickups and other special features.

Pure Food Test

PURE FOOD Co., Mamaroneck, N. Y. (Herb-Ox bouillon cubes), is sponsoring five-weekly participation on the Mary Margaret McBride program on WEAF, New York. Firm also started a test campaign this month on three New York stations: WABC, WNEW and WOR.

Full Pantries... or *Empty Guns?*

Born of ignorance and fostered by selfishness, the sin of *hoarding* can be dealt with only through education. But education is often a long and tedious process, and America's war effort *can't wait!* To reach the minds and hearts of thousands of listeners *quickly*, WJR recently devoted an entire "In Our Opinion" forum to this vital subject.

Surprised listeners learned from news and marketing experts led by WJR's News Editor, that full pantries might mean empty guns; that it takes a pound of sugar to produce a pound of explosives. They learned, moreover, that no true shortage of sugar exists—that only fear and selfishness can create one—that no one need suffer if all will do their part. It was only a brief lesson—but listeners took it to heart. Only a quarter-hour in a Sunday afternoon schedule—but we can think of no better use for such minutes than to help them speed the hour of Victory.

RADIO IN SERVICE OF HOME AND NATION

Winner ... 1941 Variety Showmanagement Award

WJR
THE GOODWILL STATION
Detroit

BASIC STATION...COLUMBIA BROADCASTING SYSTEM
G. A. Richards, President . . . Leo J. Fitzpatrick, Vice President and General Manager

Edward Petry & Company, Inc.
National Representative

"Swop Nite"

Everyone likes to swop—and here the fine art of trading hits a fast and funny pace with Swopmaster H. Allen Smith* bringing an original style of humor to the air. This new idea in radio has universal appeal—a potential gold mine for any sponsor. Sat. 8:30—9:00 P.M., E.W.T.

*Author of the hilarious best seller "Low Man on a Totem Pole"

WHAT'S NEW

"Meet Your Navy"

A gay, rollicking, inside picture of navy life originating from the Great Lakes Training Station and using all-navy talent headed by Eddie Peabody, king of the banjo. A timely program with a wealth of patriotic appeal. Fri. 8:30—9:00 P.M., E.W.T.

"Cab Calloway's Quizzicale"

Calloway's flair for showmanship shines brightly in this Harlem welding of quiz and rhythm—a standout among all such shows for its spontaneous humor. A proven success in the past, the "quizzicale" is due for a bigger audience than ever on the Blue. Wed. 9:30—10:00 P.M., E.W.T.

"Believe It Or Not"

The incomparable Robert Ripley is at his curious best in this new series—designed to create good will among all the Americas*—a program with exceptional merchandising possibilities. Sat. 10:00—10:30 P.M., E.W.T.

*Presented in conjunction with the Coordinator of Inter-American Affairs

ON THE BLUE!

Presenting 5 bright new programs designed to win listeners at the lowest possible cost per thousand

"Daughters of Uncle Sam"

An all-girl band, headed by that master showman B. A. Rolfe, presents a program that adds plenty of "S. A." to the currently popular military trend. Especially recommended to clients wanting a show suitable for personal appearances. Sun. 7:30—8:00 P.M., E.W.T.

"We will use our network to build new shows, earthy, mass-audience shows with a real commercial flavor." So spoke Phillips Carlin in his first address as Vice President in Charge of Programs of the Blue Network.

Already these words have been translated into action as the Blue sets the pace for '42 with five new programs—all backed by the Blue's hard-hitting, audience-building promotion.

The Blue continues to present an unrivalled sustaining schedule of news, public service, and musical programs. Blue commercial programs reach larger audiences than ever with average talent expenditures which are much lower than on other major networks.

These new programs, complete with a ready-made audience, will help carry out the Blue's policy of giving advertisers national coverage at the lowest cost of any home medium. Here are 5 fine opportunities to lower your cost of distribution by buying Blue! BLUE NETWORK COMPANY, INC. A Radio Corporation of America Service.

THE Blue NETWORK

Sales thru the air with the greatest of ease

Official Policy Issued by OFF As Guide to Handling of News

Bad News as Well as Good to Be Divulged Unless of Aid to the Enemy; Policy on War Casualties

POLICIES governing the release of war information by the Government, intended as an explanatory statement to the public but serving also as a guidepost to news reporters and commentators of both radio and the press, were made public last Wednesday by the Committee on War Information of the Office of Facts & Figures, which actually is the Government's high command so far as war news policy is concerned.

"All News" Policy

Containing a pledge that the American people will get every bit of war news, bad as well as good, so long as its publication does not give aid and comfort to the enemy, the Committee included in its policy statement the long-awaited decision on publication of casualty lists. It ordered that lists of members of the armed forces killed in action will be made public but that press and radio shall not publish nation-wide summaries of casualties, instead confining themselves to those from their own localities.

The OFF committee's statement covers policies for handling news from all of the agencies most actively engaged in the war effort, including Army, Navy, WPB, and Maritime Commission.

The Committee on War Information comprises: Archibald MacLeish, OFF director, chairman; James C. Dunn, adviser on political relations to the Secretary of State; Ferdinand Kuhn, assistant to the Secretary of the Treasury; John J. McCloy, Assistant Secretary of War; Adlai Stevenson, special assistant to the Secretary of the Navy; L. M. C. Smith, chief of the Special Defense Unit, Dept. of Justice; Lowell Mellett, director of the Office of Government Reports; Wayne Coy, liaison officer of the Office for Emergency Management; Oscar Cox, general counsel of the Lend-Lease Administration; Capt. Robert E. Kintner, U. S. A., Board of Facts & Figures; Robert E. Sherwood, Deputy Coordinator of Information; Dean James M. Landis, executive director of the Office of Civilian Defense; Nelson A. Rockefeller, Coordinator of Inter-American Affairs.

"It is the policy of this Government," says the CWI policy statement, "to make public the maximum of information on military, naval, production, and other matters concerning the war, which can be revealed without giving aid to the enemy. This policy is based upon the firm conviction that the people of a democracy are entitled to know the facts, whether they are good or bad, cheerful or depressing. On the other hand, our people will willingly forego knowledge of those facts whose revelation will help the enemy to harm us.

"Where there is conflict between consideration of public information and of military security, every attempt is made to provide such form of publication as will inform the public while reducing the military risk to a minimum. Under no circumstances does the Government publish information which is known to be untrue. Under no circumstances does the Government withhold news from publication on the ground that the news is bad or depressing. When news is deliberately withheld, it is withheld for reasons of military security."

CBS Signs Symphony

A FIVE-YEAR CONTRACT has been signed between CBS and the Philharmonic Symphony Society of New York. The concerts have been an exclusive CBS presentation for the last 12 years. This is the Centennial Season for the symphony organization, which was founded April 2, 1842.

Specific War News Policies Laid Down by the CWI . . . .

1. ACTION AT SEA

(a) News of the destruction and sinking of American combat vessels is published only when and if it is felt that such publication will be of no value to the enemy. Publication will be definitely delayed 48 hours from the time the Navy has had opportunity to start notifying next of kin of casualties.

(b) The *fact* of damage to an American combat vessel through enemy action is released as soon as verified information is received, if there is reason to believe that such damage has occurred in sight of the enemy. The *extent* of damage to a combatant vessel will probably not be released until the vessel has been repaired as this information is valuable to the enemy.

(c) News of the destruction, sinking or damage to enemy surface vessels is released as soon as verified information is received.

(d) News of the sinking or the probable destruction of enemy submarines is ordinarily not released, for three reasons: (1) It is often difficult to verify the sinking of a submarine. (2) Experience has shown that the withholding of news of the sinking of submarines has an adverse psychological effect on the enemy. (3) If the enemy is informed that one of his submarines has been destroyed, he knows it is necessary for him to replace it by another.

From time to time, it will be possible to give news on the sinking or probable sinking of enemy submarines over a past period.

(e) On merchant ship losses the following procedure is being followed: The Commandant of the District in which the sinking occurs notifies the Navy Department. The Navy Department in turn notifies the Maritime Commission, which notifies the owners so that next of kin of any casualties may be notified. As soon as the next of kin have had time to receive notice, the Maritime Commission advises the Navy Department which then releases the story of the sinking to the press and allows eyewitness accounts to be obtained from survivors. The names and precise tonnages will not ordinarily be released.

(f) It must be remembered that details of action at sea are rarely received until days or even weeks after the action has been concluded, because radio signals enable the enemy immediately to locate the position of our ships in combat areas. Full details on any significant action are released as soon as practicable, but these details are rarely available until the vessels involved have returned to port.

2. AIR ACTION

(a) A statement of the exact number of American planes lost in action in the air is made as soon as received (provided the loss has been apparently obvious to the enemy), but no statement of the number of planes lost on the ground is made until such time as it is believed that the statement will not be of value to the enemy. The reason for this is that enemy airmen are usually unable to tell the extent of damage to aircraft attacked on the ground.

(b) An exact statement of losses of enemy aircraft both in the air and on the ground is made as soon as verified information is received. No claim of the destruction of an enemy plane is made unless the authorities in charge are satisfied that the information furnished by the American pilot or other observer is correct.

(c) No statement of the loss of American aircraft in transit or through accident at air fields is made since such news would be of great value to the enemy. An exception is made in the case of aircraft lost through accident in the continental United States.

(d) News of the effect of bombing of enemy objectives is given as soon as verified information is received, in such detail as possible. This information is released only to the extent that the authorities are satisfied of the accuracy of observation by the American pilots or observers.

(e) News of the extent of damage to American objectives by enemy bombing is released as soon as verified information is received, if it is believed that such information will not be of value to the enemy. In no event is an untrue statement of the effect of enemy bombing made. Statements may, however, be incomplete for reasons given above. Such statements will be completed as soon as this can be done without aiding the enemy.

3. ACTION ON LAND

Information relative to action on land is issued during the progress of such action, or as soon as practicable after its termination. This information will be given in as much detail as possible immediately upon receipt and verification. Where possible, such information will include enemy casualties, a statement as to enemy forces engaged, and as to positions won or lost. It will not ordinarily include the strength or distribution of our forces, as this would give information of value to the enemy.

4. MOVEMENTS OF SHIPS AND TROOPS

Movement of Ships and Troops are among the most valuable forms of information which the enemy is constantly seeking to discover. Such information cannot possibly be published until after the movement is completed, and the enemy can no longer derive value from the knowledge of the movement. Similarly, identification of vessels or Army units in action cannot be published until it is clear that such information will not be of value to the enemy. Sailings, routes, and cargoes of cargo ships are also withheld from publication.

5. PROSPECTIVE ACTION

It is obvious that information of what the Army or Navy intend or plan to do in action cannot possibly be released by the government. There is, of course, no objection to the publication of any private comment upon the future course of military or naval operations, but all such comments are wholly unofficial.

6. REVIEW OF MILITARY SITUATION

The Joint Chiefs of Staff will shortly begin the publication of bulletins from time to time which will furnish an authoritative general review of the military situation in various theatres of war.

7. CASUALTIES (Killed in action)

Lists of members of the armed forces killed in action will be given out subject to the stipulation that press and radio will not publish nationwide round-ups but that newspapers and radio stations will confine themselves to the publication of casualties from their own localities.

Publication of such lists will be made subject also to the following restrictions:

A. Release will be delayed until the accuracy of the lists is well established and relatives notified, and until not giving aid or comfort to the enemy.

B. The rank and ratings of Navy officers and men will be withheld; likewise, designation of units to which Army officers and men have been assigned will be withheld.

Subject to these restrictions and to the above stipulation, the names of those killed in action will be made available with all possible speed.

8. PRODUCTION INFORMATION

To provide essential public information as to the progress of the production effort as a whole, the War Production Board will publish at frequent intervals a production communique, which will enable the public to judge whether the production program is progressing satisfactorily or not.

With respect to the shipbuilding program, the Maritime Commission publishes information concerning the laying of keels, launchings and deliveries.

General publication of specific information as to contract awards, site locations of war industries, and military installations, estimated supplies of certain strategic and critical materials, specific production schedules and detailed progress reports have been discontinued. General publication of such material can be most helpful to enemy spies and saboteurs. Publication of certain information of this kind is necessary to specific sections of the population, such as sub-contractors, suppliers of labor, public utilities, and others. Therefore, information of a non-detailed character with regard to plants and installations and the placing of large contracts is released for local publication. Moreover, information regarding the letting of contracts, the construction of factories and cantonments, and the like which are necessary for the proper functioning of suppliers of labor, materials, facilities, and other services, is given directly by appropriate agencies.

9. STATISTICAL INFORMATION

Certain statistics formerly published by the Government have been withheld from publication because they are likely to give valuable information to the enemy, as, for example, information as to the utilization of ship tonnage. Every attempt is being made to keep such restrictions to a minimum and to continue publication of all statistical information of value to business, labor, agriculture, and other elements of the population.

Picture a Man going to Market!

● **And how Ross Mulholland goes! Not buying, but selling . . . selling himself, his personality and his amazing new stanza of late evening turntable magic to one of the biggest markets in the world—the vast Philadelphia metropolitan defense area where the per capita spending income is well above the national average!**

Moonlit Music Hall is a breezy show tailored to the likes of the folks who man the production lines. Variety and Billboard say its terrific; the best recording show that Philadelphia has ever seen. So, if *you* want to get going in Philadelphia, why not go *to market* with Ross Mulholland's Moonlit Music Hall.

Moonlit Music Hall is available in 10 minute strips. Additional information and rates on request.

WCAU

50,000 WATTS IN ALL DIRECTIONS

Philadelphia ● WCAU Building, 1622 Chestnut Street . . . New York City ● CBS Building, 485 Madison Avenue . . . Chicago, Ill. ● Virgil Reiter, 400 North Michigan Avenue . . . Boston, Mass. ● Bertha Bannon, 538 Little Building . . . Pacific Coast ● Paul H. Raymer Co.

Television Takes on a Defense Role

Value of Instruction May Decide Fate Of Medium

WHEN England went to war in the fall of 1939, the British Broadcasting Co., governmentally-owned radio monopoly, blacked out its television broadcasts for the duration.

With America's entry into the battle, the U. S. Government has not shut down the nation's television transmitters but has begun to mobilize them into an educational force to train the public and especially the members of the volunteer civilian defense organizations.

Courses for Wardens

In New York an estimated 50,000 air-raid wardens are receiving basic training in their duties via television, with other thousands of wardens throughout New Jersey, Connecticut, New York State and Pennsylvania also looking in at the lessons which are telecast 18 times each week so that everyone may be able to witness them.

Broadcast on WNBT, NBC video station in New York, these training lectures are picked up and rebroadcast by WRGB, General Electric television station near Schenectady, and by WPTZ, Philco station in Philadelphia.

WCBW, CBS television station in New York, has recently started a series of conservation programs, presented in cooperation with the War Production Board. This series is designed to promote the use of substitute V-materials by civilians to release the tin, rubber, sugar, lubricants, silk and other materials for military purposes. Price Administrator Leon Henderson, who introduced the series, termed it "a particularly fine example of teamwork between our citizens, our Government and our industry."

After the War

Upon the success of these programs and others like them depends the immediate future of television. After the war, sight-and-sound broadcasting is destined to develop as rapidly as did sound broadcasting following the close of World War I, it is believed. But at present the priorities program has shut off the manufacture of receiving sets and so frozen the television audience at its present size, too small to offer circulation of interest to many national advertisers. As a result television's commercial progress is also at a standstill until the post-war period.

In its wartime cooperation with the Government, however, television is surging ahead on the educational front. Although, as NBC has described its air raid warden instruction, "its lessons are on such grim subjects as incendiary bombs and gas protection," yet television is taking what it needs from all previous fields of education, and "its teaching implements are the lecture, the theatre and motion pictures, and the demonstration laboratory.

Along the Seaboard

The possibility of expanding television's wartime training from the New York-Schenectady-Philadelphia area up and down the Atlantic seaboard by extending down to Washington and up to Boston the radio-relay hook-up that already carries the programs between New York and Philadelphia is already under consideration [BROADCASTING, Feb. 2].

If FCC approval can be obtained, Allen B. DuMont Labs., already cooperating with RCA and General Electric in installing receivers in about 100 precinct police station houses in New York where wardens come to receive their instruction, would construct a station in Washington to be linked with the trio now broadcasting these sight-and-sound programs. The next step would undoubtedly be Boston and after that it would be relatively simple to extend operations throughout the entire northeastern part of the country.

Such a plan immediately raises the question of allocating materials needed to construct the transmitters and the relay stations, and also the minimum number of video receiving sets essential to provide an audience for the programs these stations would present. Indeed, the question is already coming up in those cities which already have television service, for unless replacement parts, especially the electron tubes, are made available for sets now in use, these sets are apt to go dark one by one until the entire television audience is gone.

This situation of a decreasing audience and of little chance for commercialization until after the war places the television broadcaster in somewhat of a quandry. Required by FCC edict to provide a minimum of 15 hours of programs weekly to retain his license, he is pouring a sizable sum of money into television each week.

Material Needs

The opinion has been advanced that unless the WPB shows signs of releasing at least enough material to ensure continuing operation of the sets already in use, operators of television stations might better apply for a recess for the duration.

On the other hand, if as many experts believe, television has proved its ability to make an important contribution to the war effort through its wartime educational programs, the Government might well not only make available the materials needed to achieve a wider audience for such programs but also give some financial support to the television broadcasters who are at present carrying the entire burden.

Future of Television Industry in War To Be Discussed at April 9 Conference

WHETHER television should be put under wraps for the duration as in England, or encouraged to struggle along as best it can in the light of shortages of materials, will be explored at an informal conference of the FCC with television interests, including the Radio Manufacturers Assn., called at the Commission offices April 9 at 2:30 p.m.

Because the conference will be held in Room 6121, offering limited facilities, the Commission has asked that attendance be restricted to not more than two representatives of any television station or organization.

Delay in Freeze Order

Meanwhile, it was learned at the Commission's office that the promised "freeze order" covering not only television equipment but that of FM, facsimile, auxiliary broadcast services and experimental services [BROADCASTING, March 2] is far from ready for promulgation. At least so far as television is concerned, such an order will not be issued before the April 9 conference.

Eight commercial television stations are now operating, in addition to construction permits or licenses for 34 experimental television outlets. They are required under the rules to submit reports regarding the operation of standards, and to operate fixed numbers of hours each day. The Commission will seek from the licensees and permittees to determine their views whether they can continue operating under the rules as now written, or whether the rules should be relaxed in some particulars.

Sentiment in some Commission quarters is that if the stations are built and now on the air they should continue to operate, particularly if they are rendering civilian defense service, as several are doing in connection with instructional activities in cities like New York and Philadelphia.

The Commission will inquire of the license and permit holders what expectation of growth they foresee under war conditions, what their present audiences are and whether they believe operation can continue with reasonable success in view of the virtual shutdown of receiving set production.

The RMA expects to be represented by Dr. W. R. G. Baker, manager of the Radio & Television Dept. of General Electric Co. and director of the RMA Engineering Dept. He may be flanked by L. C. F. Horle, RMA consulting engineer; Dr. Alfred N. Goldsmith, and T. T. Goldsmith, chief engineer of Allen B. Dumont Labs.

PAGE JOINS ARMY; DAVIS HEADS FIRM

E. C. PAGE, of the Washington consulting engineering firm of Page & Davis, has reported for duty with the Army Signal Corps and has been assigned to Washington headquarters as a captain in the Equipment Coordination Section. With his departure for military service, the partnership has been dissolved and George C. Davis will continue the business under his own name. The technical staff will remain with Mr. Davis, consisting of John Creutz, A. Barsis and Frank Kelly.

Mr. Page

Mr. Page, a native of Evanston, Ill., is a veteran operator who started his radio career as a wireless man aboard Great Lakes steamships. He formerly was a partner with E. A. Beane in the radio equipment manufacturing business in Chicago. In September, 1937, he and Mr. Davis formed their consulting firm, Mr. Davis having served as an engineer with the FCC and the predecessor Federal Radio Commission for the preceding eight years.

New Luckies Format

AMERICAN TOBACCO Co., New York, currently sponsoring spot announcements for Lucky Strike 34 times weekly on four New York stations—WABC, WMCA, WNEW and WHN—is changing the format of the spots from the musical "Two to One, two to one" jingle to the singing "Have You Got the Time?", successfully used last year on a similar campaign. Because of the different times the three-minute spots are presented, 36 had to be recorded in an all-day session at RCA studios with Mark Warnow and his *Hit Parade* orchestra. It is understood that each musician received $648 for his work. Agency is Lord & Thomas, New York.

Shortwave Sponsors

LATEST SPONSORS to join the list of those shortwaving their NBC programs to our armed forces on WRCA and WNBI, NBC international stations, and WBOS, Westinghouse shortwave station in Boston, are Kraft Cheese Co. and F. W. Fitch Co. Regular broadcasts of the *Kraft Music Hall* and *Fitch Bandwagon*, heard on NBC Thursday and Sunday evenings, respectively, will be recorded by NBC for shortwave to soldiers, sailors and marines on foreign duty on a schedule now being worked out in cooperation with the War Dept. The Kraft agency is J. Walter Thompson Co., Chicago, while Fitch shampoo products are handled by L. W. Ramsey Co., Davenport, Ia.

GRANVILLE RUTLEDGE, advertising sales promotion director of the Florida Citrus Commission, Lakeland, Fla., has resigned and all sales promotion and dealer service will be handled henceforth by the Commission's agency, Blackett-Sample-Hummert.

WE'RE WITH YOU, SAILOR

WITH you through the long watches of the night... with you through storm and battle... with you through whatever waters you sail, on whatever soil you tread...

Yet you will never see us!

When through the air, from a distant plane on patrol duty, the message flashes, "Enemy sighted!"— then you will know that we are there...

When in battle formation, ship separated from ship by tons of foaming water, commander talks to commander to carry out over-all strategy, then you will have still more proof that we are there.

We are there with you as surely as shot and shell are there with you, as torpedo and depth charge and anti-aircraft shell are with you.

You will not see us, but you will benefit from the product of our hand and muscle, our mind and whole being. For our purpose is your purpose, complete and total victory, won through American might, American ingenuity, American *sweat*.

We are the people who fabricate for you the ears and voice of the fleet . . . radio equipment and communications, without which modern war cannot be fought.

We know the urgency with which you need this equipment. For two whole years we have made it our task to get it through for you. And now your coveted and treasured "E" Flag—"E" for excellence and a job well done—has been awarded to us for our labor, for "beating the promise" on production and delivery dates.

And we are proud of this honor—but not satisfied. For now there is a bigger promise to beat—a more urgent date to be met. And we shall not fail you. For we work as you fight—as free people. And we work for the rights of a free people and with the hope of a free people—that out of this conflict a newer and finer world will be born, and out of this turmoil new and greater accomplishments—American accomplishments in the field of radio—will result.

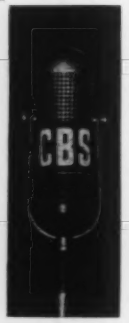
Did you ask, who are *we*? We are the people who *are* RCA—the thousands of workers at RCA on the job day and night.

We are the people as willing to change the pattern of *our* lives as you were willing to change the pattern of *yours*.

United, nothing can beat us!

R C A B R O A D C A S T E Q U I P M E N T

Millions *hear* their



Up on the nation's bookshelf goes "Thirteen by Corwin," —the ninth book recently published which took as its text the *sustaining** programs of CBS. More and more, publishers are turning to the *literature of the air* for source material. This may not be a trend.

But we think it writes this story: *the literature of the air has come of age.*

Day in, day out, the air is full of "first editions" . . . printed in decibels instead of type, signed by our advertisers and ourselves.

CBS sustaining programs *alone* would fill a five-foot shelf each week. And in any one year, CBS builds for its millions of listeners a well-stocked, well-balanced library.

Columbia Broadcasting System

*The italics are ours, because the sustaining programs are ours—written and produced under the sponsorship of the Columbia Broadcasting System.

...first editions...

Personalities that sell

'Beats anything we've ever done'

It takes more than a title to make a homemakers' hour. Chief ingredient is a homemaker who knows her stuff, and how to get it across—

like Helen Watts Schreiber, nationally-known feature writer, whose daily program on KSO has produced generously for participating sponsors both local and national, including Blue Barrel Soap, Carey Salt, Hilex, Scotch Tape.

Writes one sponsor: "Our results from Helen Watts Schreiber's program are more than gratifying—a large number of good inquiries."

Says another: "The response outshines anything else we have done, and at far less expense. We'd have been happy with 20 returns; we received 102."

Helen Watts Schreiber is just one of many Iowa personalities who give KSO and KRNT the Personality that makes friends with our listeners—and customers for our advertisers.

KSO BASIC BLUE AND MUTUAL 5000 WATTS
KRNT BASIC COLUMBIA 5000 WATTS
The Cowles Stations in DES MOINES

Affiliated with the Des Moines Register and Tribune

Represented by The Katz Agency

Purely PROGRAMS

SIXTH annual spelling bee, a regular feature of KSD, St. Louis, is getting under way on its eight-week schedule. Frank Eschen, program director of KSD, will act as headmaster, as teams from 15 city and county schools in the St. Louis area go on for an hour show each Saturday.

This feature, begun because of its civic appeal, has gained the interest of civilians and school heads, who declare it has proved an incentive for improvement in spelling among children in the St. Louis city and county schools. The eight-week contest is held on an elimination basis, with the winning team each year awarded a bronze plaque. Both public and private schools participate.

* * *

Noah's Version

WORD definitions are featured on the weekly half-hour audience participation quiz program, *Noah Webster Says*, recently launched on NBC Pacific Red stations. Participants are required to define five words each. They are eligible for a total award of $50 if completely correct answers are given. Larry Keating is "word master." Co-writers of the show are Haven MacQuarrie and Max Hutto, with the latter also acting as producer. Prof. Charles F. Lindsley, chairman of the department of speech, Occidental College, Los Angeles, acts as judge.

* * *

Daily Bomber

BY INJECTING a "Buy a Bomber a Day" theme into its *America's Answer* program, WSYR, Syracuse, reports that the new idea has resulted in a stepup of listener interest in defense bonds and stamps programs. An outline of the program has been prepared by WSYR and is available to stations in other cities wishing to utilize the idea. WSYR conducts *America's Answer* Sundays 3:30-5:15 p.m. with talent contributed by Syracuse U, civic societies and patriotic organizations.

* * *

Defense Roles

CBS Pacific network has started *What Can I Do?*, telling listeners what they can do in civilian defense. When the need for civilian cooperation arose, a small group of San Franciscans devised the idea of organizing their individual blocks into civilian defense units. The plan spread over the entire city. San Francisco, through CBS, is now offering an account of its experiences and results achieved during working out of details of this plan to other coast cities.

* * *

Rural Swap

SWAP FORUM for farmers is conducted as a defense measure by WNBC, New Britain, Conn. Farmers drop a postcard to WNBC telling what machinery they want to swap and what they would like in exchange.

Chick Pickers

CHICKS ARE the reward of a new listener quiz conducted by WNAX, Yankton, S. D. on its weekly *Sunday Get-Together*. An unspecified number of chicks are brought before the mike and listeners must judge their number by the peep - volume. Closest guess gets the flock of chicks.

News for Businessmen

CATERING to the businessmen with a program of special news interest, WING, Dayton, presents *Across the Desk* Monday through Friday. Seeking to interest only businessmen the station was red-faced recently when a listener called to request the script of the previous evening's program. A woman's voice explained that she had missed the previous evening's program.

* * *

Student Self-Expression

NEW bi-weekly series is being presented by WBOE, Cleveland educational station, with the cooperation of the city's newspapers. Programs are designed to give high school pupils aids in self expression by featuring the best columnists, authors, critics and feature writers in discussions and interviews. Concluding program will offer the best examples of student writing.

* * *

Problem Clinic

BASED on theory of helping others to help themselves, weekly, quarter-hour program, *The Problem Clinic*, has been launched on KPAS, Pasadena, Cal., under auspices of the Good Neighbor Foundation. Conducted by Don Wilkie, show features discussions of problems submitted by listeners, with a weekly prize awarded for the best solution.

* * *

Boys Get the Pledges

REPRESENTING the first institutional program of the Mullett-Kelly Co., the *Victory Legion*, a defense bond pledge show was started recently by KDYL, Salt Lake City, with newspaper boys acting as messengers to pick up pledges and to sell stamps to listeners who have telephoned during the broadcasts. A $25 defense bond is also given away by the sponsor.

* * *

Role of Research

THE ROLE of American industrial research both during and after the war will be dramatized March 23 on a special half-hour NBC program, originating from KDKA, Westinghouse station in Pittsburgh, including a documentary review of work being done in the research laboratories of Westinghouse, Mellon Institute and Aluminum Co. of America.

SOLDIER SALUTE to the Carolinas, *Fort Bragg On the March*, will begin March 25 from the Army reservation through WBIG, Greensboro, N.C. Corp. Peter Witt (above), former director and writer for CBS and MBS, directs the weekly variety half-hour designed for entertainment of soldier and civilian alike and to create goodwill between the Army and the civilian population of the Carolinas. Among the features of each program will be one of Ft. Bragg's regimental bands, a spotlight personality of the week, radio and theatrical personalities now in uniform and a feminine slant on Ft. Bragg through the eyes and ears of a junior hostess. Scripts are written by the radio section of the post's public relations office, announced by Pvt. Charles Batson, experienced Southern announcer and m.c.'d by Corp. Earl Oxford, Broadway musical star.

* * *

Farm & Home Feature

THE FARMER'S role in the nation's war program will be the general theme of a weekly feature starting this week on the Blue Network's *National Farm & Home Hour*. News of farm production as it is affected by the war will be featured in a series of program pickups from different sections of the country each Tuesday.

* * *

Production and Conservation

STRESSING the value of the various war efforts, WDRC, Hartford, present thrice-weekly *The Front Line*. Programs are interviews of leading State war council officials, rationing, consumer and salvage authorities and others in the fields of conservation and production.

Then They Laugh

DON McNEILL, m.c. of NBC *Breakfast Club*, determined not be caught with his gags down, has a new formula for timed laughs from the studio audience. Discarding the weatherbeaten "Applause" sign, Don has series of markers with the legend, "Please Laugh. You Have Pretty Bridgework", or "I Know It Was Lousy, But Applaud Like Mad", or after Nancy Martin finishes a number, "Phone Number on Request".

★ ★ ★ ★ ★

EXCELLENT OPPORTUNITY FOR OUTSTANDING MEN

THE Farnsworth Television & Radio Corporation is adding to its staff of research and development specialists —the closely knit group which has won recognition throughout the world for its developments in the field of electronics. These men know how to work harmoniously toward a common goal, for each realizes that his opportunity to succeed is controlled only by his ability and ambition.

The urgency for additional research and development of highly specialized electronic apparatus at this time enables us to solicit applications from qualified American citizens including junior and senior engineers and physicists having suitable qualifications.

Excellent opportunity to participate now in most important engineering developments as well as to qualify for responsible positions in post-war activities.

Replies, including complete statements of experience and training, references and photographs, should be addressed to this company, attention of Personnel Manager, at its main office at Fort Wayne, Indiana.

Personal interviews will be by appointment only.

FARNSWORTH TELEVISION & RADIO CORPORATION

Fort Wayne, Ind. Marion, Ind.

Makers of

RADIO AND TELEVISION TRANSMITTERS AND RECEIVERS, THE CAPEHART, THE CAPEHART-PANAMUSE AND FARNSWORTH PHONOGRAPH-RADIO COMBINATIONS

Today, a greater responsibility...

In reporting news of today's changing world, radio assumes a greater, more vital responsibility than ever before. *With its special news bureau already in operation, KSFO was fully prepared to meet this challenge!*

The KSFO News Bureau has the most experienced staff in Northern California! Every newscast is edited from two complete *press* wire services – giving a comprehensive news coverage unequalled by any Northern California radio station!

Bob Andersen – Austin Fenger – Brooke Temple – Robert W. Desmond –William Winter. All popular names with Pacific Coast listeners. And familiar names, too, with Blue-Book advertisers.*

But the News Bureau is only one of KSFO's standout features. There is the vital public affairs department...special event originations...and a parade of sparkling entertainment. This alert and *responsible* programming is why listeners look to KSFO as one of the West's foremost radio stations.

*Current sponsors: Benson & Hedges, Boysen Paints, Musterole, Par-T-Pak, Manhattan Soap, Sealy Mattress, Mary Ellen Jams, and Del Monte Foods.

KSFO

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More Radio Miles

AMERICAN RADIO production goes on a 100% war footing April 22. All receiver manufacturing by that date must be diverted to the production of military communications—2 billion dollars worth. Equipment for aircraft, tanks, submarines and a multitude of miscellaneous war uses will be produced in lieu of civilian receivers.

It's a tough blow for thousands of radio dealers and their employes, just as tough to them as the ban on automobiles and tires. But it is an essential part of radio's role in all-out war.

Production of transmitting equipment likewise is affected, insofar as civilian use is concerned. There is a "freeze order" on the books, designed to foreclose additional broadcast grants, except in areas not receiving primary service. But through the War Production Board essential equipment for maintenance and repair, and in rare instances for new installations, will be siphoned off military schedules.

Stoppage of new receiver production, so far as the broadcasting industry is concerned, isn't as serious as it seems at first blush. As of Jan. 1 there were 57,400,000 receiving sets in use. About 31,000,000 of the nation's 34,861,000 homes have receivers. Before the ban on production becomes effective, another 3,000,000 civilian receivers will have been produced. With some 60,000,000 receivers in a nation having a population of 132,818,000, radio "circulation" approaching saturation actually is practically achieved.

With no new receivers available, probably for the duration, a tremendous job of maintenance and servicing develops. As things stand now, there is no plan to ban sale of replacement tubes and parts. Sets don't wear out overnight anyway. The problem is not unlike that of getting maximum service out of automobiles and tires. The public must be educated on proper set operation. And the service man is confronted with a challenge.

Both ends of radio—transmitting and receiving—are at this writing in good operating condition. The going will get more difficult with time. It is logical to expect that even before April 22 WPB will decide that the 3,000,000 receivers on hand should be rationed rather than sold on a first-come basis. And, as we see it, a tightening of the DCB-WPB-FCC standard broadcast "freeze order" is inevitable. There will very likely be no new grants of any nature unless an area is totally lacking in adequate service deemed essential in the war effort.

Every week brings a new all-time peak in radio listening. Practically every set in home, office, automobile and club is working overtime. The radio advertiser is getting bonus circulation faster than the researchers can calculate it.

It behooves radio to sell its public and itself on getting "more miles" out of each radio unit.

What's The Hurry?

DOES THE FCC have the legal right to regulate contractual relations between affiliated stations and their networks? That question is squarely before the U. S. Supreme Court by virtue of its determination of "probable jurisdiction" last week on appeals of NBC and CBS. It means that the court of last resort will determine whether the FCC can promulgate rules relating to time options and other purely economic aspects of station-network dealings under the Communications Act of 1934.

The statutory three-judge court in New York last month decided by a 2-1 vote that it was without jurisdiction to issue an injunction at this stage—that it had to wait until the FCC actually applied its rules against a licensee. It was only after the court learned, at subsequent oral arguments, that the Commission, under the spur of the Fly majority, had declined to postpone further the effective date of its rules after pleas of NBC and CBS, that a stay was granted pending the appeal to the Supreme Court.

It is fortunate that such action was taken. Should the highest tribunal decide that the FCC has power to regulate the business of broadcasting even to the extent of prescribing the kind of time contracts that may be entered, then the last vestige of doubt will be removed as to the FCC's jurisdiction. Until such a ruling is forthcoming, however, the FCC majority should move cautiously. The future of an industry, admittedly doing a Herculean job in a war emergency, may be affected.

These are times when only emergent questions should be decided, particularly if essential operations may be impeded or disrupted. The FCC, Chairman Fly told the House Rules Committee last Wednesday, has dropped its superpower and clear channel breakdown studies because of its preoccupation with war matters. Networks and affiliates, for a decade and a half, have managed reasonably well without Government intercession in their business relationship, even though inequities may have developed. Certainly there's no reason for a sudden burst of speed to invoke punitive regulations of any character. The supreme arbiter, after all, is the public. It isn't complaining, as far as we are aware, about broadcast service.

Guestitorial

RADIO—GREAT BUSINESS—SO WHAT?

By DICK REDMOND
WHP, Harrisburg

WHEN the President of the United States wants to reach the people of the nation he does so by radio.

When the Army and Navy seek recruits they turn to radio.

When the Treasury wants to sell bonds and stamps, radio does the job.

When any other branch of the Government wants a job done thoroughly and quickly, they expect radio to press its magic button and—"presto"! there's the results.

When the Government wanted anything, or needed anything, in the past ten years, radio was in there ready to answer that need. Radio has done a job nothing short of miraculous in its short span of years—but who knows it? Has the Government shown its knowledge or

(*Continued on page 36*)

Ideas Still Count

DEPARTMENT STORES, still enjoying boom trade, continue to be among the hottest prospects for new and replacement business. If necessity goods continue to be plentiful in the face of wartime restrictions, we can be assured they will be found on the department store counters and shelves. And, with rare exceptions, broadcasters have generally been able to break down the old resistance of department stores to radio advertising—breaking it down by the simple expedient of proving that radio can sell any given line of goods or services if properly utilized.

Thus the arrangement the NAB's Bureau of Advertising has made with the National Retail Dry Goods Assn. for a nationwide study of department store radio advertising, to be conducted by means of questionnaires during the next few months, is particularly timely; and the session on this subject scheduled at the NAB convention in Cleveland next May 12 is particularly apropos.

Just to show how manifold and flexible department store advertising by radio can be, we cite the smart piece of promotion undertaken on four New York stations recently by the 34 stores comprising the New York Retail Dry Goods Assn. Using transcribed spots featuring the theme song "Tote Your Own" written by Norman Nash of the Kudner agency, the association bought time to urge shoppers to carry home their own light-weight purchases to help cut down deliveries and thus conserve tires.

All retailers, of course, are facing the tire rationing problem, and we can think of no better medium than the radio to impress upon shoppers the patriotic motive inherent in the tote-your-own theme.

We Pay Our Respects To —

CARLOS ANGEL FRANCO

RECENTLY, when Nelson Rockefeller's Office of Co-ordinator of Inter-American Affairs was seeking experienced leaders in all fields to aid in its work, Carlos Franco was invited along with some other leaders in radio to act as general consultant on official business.

He accepted immediately. Without compensation, the wartime position is on a parttime basis and permits Carlos to carry on with his work with Young & Rubicam as manager of the station relations department.

Carlos' career dates back to Cornell U in 1923, where a conference of pioneering students who had been tinkering with radio equipment had banded into sort of an informal club. During a lecture a student in one of the far rear seats rose and took issue with a statement. The engineer eyed the youth, answered him in a few polite words, and went on. After the conference he called young Carlos to the podium and asked:

"How would you like a job with my firm, which manufactures radio sets, starting Monday?" Carlos managed to gulp, "O.K.". The following Monday Carlos Franco began his career in radio at the company's plant in a small Pennsylvania town.

Radio was a far cry from the career that both Carlos and his family had planned. In fact, his radio tinkering was merely a hobby. True, he had taken some courses in engineering—but only as a sideline. For Carlos was enrolled at Cornell as a pre-med student, following family tradition.

But the die was cast. Three years later, Carlos was certain Fortune had pointed her finger up the trail he was pursuing. There followed a period as advertising manager of *Radio Mechanics*, a technical publication, and in 1930, a position with the sales department of NBC beckoned and Carlos accepted. His official title was "sales representative".

Young Franco proved a natural-born salesman. Aided by his previous background in the industry he moved about easily in his new environs. In those days when there was no division between new and current business with NBC, a sales representative was sort of jack-of-everything — he represented his clients (of course he had to sell them first), serviced their accounts and what not. The record shows that by time Carlos left NBC to join Young & Rubicam in 1936, billings of his accounts, the greatest part of which were Colgate-Palmolive-Peet and General Foods, were the largest of any salesman on the staff.

While working with the General Foods accounts he had his first business association with Young & Rubicam. Recognizing his vast capabilities, Y & R made him manager of station relations in charge of all radio. That was a little over five years ago.

In his new position Carlos was head of all radio timebuying and policy making. At the time Y & R was just beginning to organize its radio department it had only one member when Carlos came, and the agency was handling about a half-dozen radio accounts. Today there are 16 people in the station relations department and Y & R has about 30 clients who spend between 12 and 13 millions yearly.

To handle the many accounts and to give maximum service to each, Carlos has organized a unique set-up in the Y & R radio department. No one man controls all accounts, but Carlos himself directs their handling and policy-making. He has a supervisor of spot radio, of network and of daytime operations. In turn, under each, are groups working in the separate divisions.

Most important in handling radio accounts is station and public relations, Carlos points out. These he has learned in his 18 years in the industry.

"I see all callers," he says, "because I feel there is something to be learned from everyone, even though they might come with some complaint."

"We try to inform a client of the best spots available, the audience he might expect, the type of market and anything we feel would help him put his product across." The record of Y & R radio growth is a tribute to its philosophy, which, to a great extent *is* Carlos Franco.

Son of a lawyer who was appointed Associate Justice of the Supreme Court of Puerto Rico by President Wilson, Carlos Angel Franco was born in San Juan in 1904. After attending primary school in that city, Carlos came to the States, attended Peddie Institute in New Jersey, and after two years, went to Saranac Lake, New York, and finished high school there, while staying with his ill mother. In his senior year, Carlos, in a State competition, was awarded a scholarship to Cornell as representative of Franklin County.

While visiting his mother in 1922, Carlos met Virginia Trembley, daughter of the attending physician. They married in 1925, and with eight-year-old Barbara, the Francos live in Chappaqua, N. Y.

Member of the Delta Chi Fraternity, Carlos is an outdoor man, shooting golf in the low 80's, practicing his rifle shooting and making trips "shooting" pictures. And if his hobbies fail to keep him out-of-doors, he can be found pounding his emergency beat as auxiliary policeman on the Chappaqua force.

Personal NOTES

JOHN C. EGAN, chief owner of KWJJ, Portland, Ore., and secretary-treasurer of KWJJ Broadcast Co., has taken over management of that station succeeding Carey Jennings, resigned.

ROBERT HOWARD, for five years with International Radio Sales, New York, and previously assistant radio director of Campbell-Ewald Co., Detroit, has been appointed to the New York sale staff of NBC national spot and local sales.

RALPH M. LAMBETH, president and general manager of WGBG, Greensboro, N. C., also general manager of WMFR, High Point, N. C., on March 12 married Dorothea Elaine Patterson, Thomasville, N. C.

GEORGE ANDRE DROULIA, Greek lawyer, businessman and linguist, has been named head of the Greek section of the NBC International Division, to handle news programs now shortwaved to Greece three times a week.

GLENN E. JACKSON, former sales manager of WLVA, Lynchburg, Va., has been named commercial manager of WGBG, Greensboro, N. C.

NORMAN MacAVOY, formerly of William G. Rambeau Co., New York, has been appointed sales manager of Edwin Strong Inc., New York, producer of electrical transcriptions.

JERRY ROBBINSON, former salesman of WWRL, New York, has joined the sales staff of Forjoe Co., New York, station representative.

R. P. MYERS, NBC New York copyright attorney, was on the West Coast during mid-March.

PHILIP E. J. MARTIN, formerly legal adviser of the Chicago Motor Club, has joined NBC Chicago as night manager succeeding E. C. Cunningham, transferred to the sales traffic department.

BILL GILLIN, formerly with Pacific Northwest stations, has joined the sales staff of KLZ, Denver.

ROBERT J. BURTON, house counsel for BMI, on March 15 married Linda Patterman, of New York.

HAROLD WINTER, formerly salesman of the Katz Agency, has joined the sales staff of WHN, New York.

J. W. WOODRUFF Jr., executive manager of WRBL, Columbus, Ga., has been named chief air warden of Muskogee County.

A. E. JOSCELYN, manager of WBT, Charlotte, has been named chairman of arrangements for a local defense rally May 14, to be attended by thousands of the State's civilian defense workers.

HORACE HAGEDORN, NBC spot and local salesman, on March 14 became the father of a baby boy, named Peter. Mrs. Hagedorn is the former Peggy O'Keefe of CBS.

JACK DAVIDSON, manager of CJKL, Kirkland Lake, Ont., has been appointed manager of the new CHEX, Peterborough, Ont.

LLOYD E. YODER, general manager of KOA, Denver, has joined the Mile High Club, of Denver.

LOUIS RUPPEL, director of publicity of CBS, has been elected to the executive board of the Boy Scout Foundation of Greater New York.

JOHN HOAGLAND, formerly of the sales staff of the Blue network, is now a cadet captain in the Air Corps Training Detachment at Douglas, Ga.

DONALD M. LAWTON, account executive of Botsford, Constantine & Gardner, San Francisco, has been appointed sales promotion manager of KPO, San Francisco.

BOB ANTHONY, former promotion and merchandising manager for WSPA and WORD, Spartanburg, S. C., is now commercial traffic manager and announcer of WFBC, Greenville, S. C.

KARL JEZLER, of KHSL, Chico, Cal., has been promoted to sales manager.

Frederick S. Caperoon

FREDERICK S. CAPEROON, 55, director of WCAM, Camden, N. J., died March 16 of a heart ailment. He was formerly a singer and became director of the station in 1927 when it was acquired by the City of Camden, which is still the licensee. He is survived by a widow, Mrs. Pauline Caperoon, who is private secretary to Mrs. Mary W. Kobus, director of the Camden Department of Parks and Public Property.

J. B. Mitchell

J. B. MITCHELL, 34, manager of CKTB, St. Catherines, Ont., died suddenly March 10. He came to CKTB eight years ago after some experience with Hamilton, Ont., radio stations, and started in as announcer, was promoted to program director and the last few years has been manager of the station.

BEHIND the MIKE

HAROLD TRUE will join the news staff of WWJ, Detroit, March 22, handling daily broadcasts at 6:30 and 11 p.m. True was chief announcer and newscaster for many years on WXYZ, where he was identified with the *Lone Ranger* program. He resigned from WXYZ last fall to become a candidate for the Detroit City Council.

LINDSAY MacHARRIE has been appointed to the production staff of the Blue Network. MacHarrie formerly directed the CBS show *Myrt & Marge* and was previously a staff director with Benton & Bowles, New York.

BOB BINGHAM, program manager, of WITH, Indianapolis, resigned last week because of illness. A veteran of 17 years in radio he plans a three-month rest before returning to the field.

VAUGHN TAYLOR, newscaster at WCOP, Boston, joined the Army last week.

ELBERT LACHELLE, staff organst of KFRC, San Francisco, has joined the Navy. He was succeeded by George Wright.

IRVING STROUSE, writer and producer of numerous *Invisible Theatre* shows, on WINS, New York, has been appointed director of production and programming of WINS. He replaces Robert L. Cotton.

EARL GODWIN, NBC Washington commentator, was interviewed recently on WIOD, Miami, during his vacation there.

JACK HAGOPIAN, actor of WIBX, Utica, N. Y., has joined the station's announcing staff.

Association Is Formed By Broadcast Analysts

ASSN. OF RADIO NEWS ANALYSTS has been formed by a group of radio news commentators from New York network and local stations. Membership is restricted to those who prepare and deliver their broadcasts, and who do not read commercial announcements.

Purpose of the group is "to bring together United States citizens who are engaged in the personal analysis and broadcasting of news for American stations in order to cooperate more effectively in the United Nations' war and eventual peace efforts; to achieve international understanding; to establish and maintain a code of ethics which shall govern their professional conduct; and for other purposes which will advance their professional welfare and improve the standards of analytical news broadcasting."

Elected officers of the organization are: H. V. Kaltenborn, of NBC, president; Raymond Gram Swing, MBS, and Elmer Davis, CBS, vice-presidents; and Quincy Howe, of WQXR, New York, secretary-treasurer.

MARY JANE KROLL has resigned from the publicity staff of Bert Nevins Associates, New York, to become women's editor of CBS. She is replaced by Florence Heller, formerly publicity director for Lanz of Salzburg, New York dress shop.

RICHARD E. NOYES, who acted in *Invisible Theatre* shows on WINS, New York, last year, is now radio director with the U. S. Air Corps at Napier Field, broadcasting on WAGF, Dothan, Ala.

FRANK FELIZ, San Francisco newspaperman, has been named head of the press department KGO, Blue outlet.

HELEN MORGAN, producer of KGO, San Francisco, and Ivan Green, radio actor, were married recently.

BILL CARBERRY, formerly of KMYC, Marysville, Cal. has joined KSAN, San Francisco.

WILLIS HOMAN, manager of the CBS News Bureau at San Francisco, and Jane Keller, formerly of the *San Jose News*, San Jose, Cal., were married recently in San Mateo, Cal.

BOB GOERNER, announcer, formerly of KYA, San Francisco, has become a cadet in the Army Air Corps.

JANICE ANDERSON, former newspaperwoman and press agent, has joined the press relations department of KPO, San Francisco.

Meet the LADIES

JANE FORCE

AUTHORITY on Chicago sunrises is Jane Force of Russell M. Seeds Co., who starts her day at 4:30 a.m. in order to be on hand for Grove Labs. *Reveille Roundup* waker-upper on the Blue, which she writes and produces. To the conventional query of "How did you succeed?" Miss Force modestly replies that she just naturally gravitated toward radio writing and producing.

Four year ago as the agency's secretarial major-domo, she began assisting on Brown & Williamson *Plantation Party* on NBC-Red. She served her apprenticeship as assistant director on this program, under Tom Wallace, who now serves willingly under her direction as m.c. of *Reveille Roundup*. In charge of Seeds' musical library for the past three years, Jane knows listener preferences and builds popular programs "guaranteed to wake the sleepy head firmly but gently in the morning".

Tiny Miss Force works hard and long, but having heard the one about "all work and no play", she takes time out to play. Outdoor sports are her favorites, particularly tennis.

LEE WOOD, announcer and newscaster, formerly of KQW, San Jose, has been named news editor of KPO, San Francisco.

SHIRLEY MAYER, of Philip Klein Adv. Agency, Philadelphia, has joined the publicity staff of WPEN, Philadelphia.

GENE HAMILTON, former announcer of the Blue network, has been appointed assistant to Harry Frazee, Blue production manager. He replaces Howard Nussbaum, now in the Army.

RAY SWEENEY, former continuity director of WMCA, New York, is now on the staff of the *N. Y. Daily News* and writes the news programs prepared by that paper for WNEW, New York.

ALTON RINKER, formerly producer of the *Gay Nineties Revue* and producer-director of CBS for four years, has been appointed to the production staff of the Blue Network.

ELIZABETH TODD, senior staff-writer in the Blue network script division, is now handling all commercials for the five-weekly serial *Amanda of Honeymoon Hill*, sponsored by Chas. H. Phillips Chemical Co. and R. L. Watkins Co.

ARE YOUR SALES MARCHING ON IN HIKE (Ky.)?

Don't give it a thought if your business in Hike (Ky.) is more or less at a standstill. Hike simply has very little of what it takes to make merchandise *move!* But the Louisville Trading Area has 1,331,200 people, with 33% *more* money to spend than the rest of Kentucky combined! . . . WAVE reaches *all* of this pocketbook power at lowest cost—gets *listeners* because it's the only NBC Basic Red Network outlet within 100 miles! May we help you step out in Louisville soon?

LOUISVILLE'S WAVE

5000 Watts

970 K.C. . N.B.C. Basic Red

FREE & PETERS, INC., NATIONAL REPRESENTATIVES

EMILY PETERS, KHJ, Hollywood, commercial traffic manager, has been appointed traffic manager for the entire Don Lee Broadcasting System, replacing Ruth Barnard, resigned to do Government work in San Francisco. Ruth Van Velsor, of the network's sales division, has taken over Miss Peters' former duties, while Betty Jean Sidney, of the script department, has been shifted to the sales division.

PAUL HENNING, Hollywood writer on the NBC *Rudy Vallee Show*, has returned to his duties following an extended illness.

MARJORIE WINGET, secretary to Keith Kiggins, vice-president in charge of stations, of the Blue Network, is recuperating from an appendicitis operation.

JACK SWIFT, formerly announcer of WSUN and WTSP, St. Petersburg, and WSB, Atlanta, has joined KDKA, Pittsburgh, as newscaster and editor.

JACK BRAND, formerly of KTSM, El Paso, has joined the announcing staff of Blue Chicago replacing Fred Kasper, on leave in the service.

AUBREY ISON, NBC Hollywood announcer, has been inducted into the Army. John Lally replaces him.

BILL DAVIDSON, KHJ, Hollywood, announcer, has resigned to join KFI-KECA, Los Angeles, replacing Charles Anderson who joined the Army.

HAROLD TOWNSEND, vocalist of NBC *Carnation Contented* program, has joined the Naval Reserve.

HUBERT P. MOREHEAD, formerly of WMRN, Marion, O., has joined the announcing staff of WING, Dayton.

GILBERT SIMON, formerly of United Adv. Corp., Newark, has been appointed promotion manager of WKBN, Youngstown.

STEPHEN BURKE, former production manager of WMUR, Manchester, N. H., has joined the announcing staff of WTAG, Worcester.

ED BRADY, announcer of KOA, Denver, is to join the Army Air Corps.

FLOYD RYEL, formerly of WADC, WBIG and WBNY, has joined the announcing staff of WCAO, Baltimore.

TONY SHARPE, musical director of WTRY, Troy, N. Y., has resigned to join the Naval Reserve as an ensign.

JIM VAN KUREN, announcer of CKLW, Windsor-Detroit, has been appointed local British United Press correspondent.

PVT. JACK GUINAN, onetime announcer of Buffalo Broadcasting Corp., recently won a $25 defense bond and $10 cash on a Camp Lee, Va., radio quiz.

JAMES SHELTON, announcer of WROK, Rockford, is in the Army at Camp Grant.

JACK HIRSCHBOEK, formerly continuity director of WMFG, Hibbing, Minn., has been appointed program director and production manager of WLOL, Minneapolis. He replaces Robert Sutton who has joined the Naval Reserve.

FOR SALE

1—150 foot Blaw Knox double laced tower (20 months old, excellent condition)
1—250 watt Model 3-10 B Electric transmitter.
1—General Radio Modulation Monitor Model 731-A.
1—1310 Crystal.
1—1340 Crystal.

Will sell for cash. All equipment in tip-top shape. Purchaser must bear expense of dismantling, crating and shipping.

W-S-G-N

BIRMINGHAM, ALABAMA

Nasman's 13s

ALTHOUGH he could do nothing about the fact that Friday the 13th, 1942, added another year to his life; there are 13 letters in his name; his new license plates were 13 LN; and his table reservation for a banquet was No. 13, Leonard Nasman, sales manager of WFMJ, Youngstown, finessed the proverbial jinx by signing a local sponsor to the weekday Blue network newscasts of Baukhage for 13 weeks.

ALEX DRIER, NBC New York commentator, and formerly in Berlin, and Joy Leathurby of San Francisco were married in Burlingame, Cal., March 12.

TOM NOBLE, news writer of WBBM, Chicago, has left for Camp Robinson, Ark., where he will serve as lieutenant with the 162nd Signal Corps.

MACK JOHNS, former page at KLZ, Denver, has been inducted into the Army.

OWEN BABBE, KMPC, Beverly Hills, Cal., chief announcer, has taken on additional duties of news editor.

EVERETT TOMLINSON, Hollywood radio writer, is the father of a boy born March 6.

WEN NILES, Hollywood announcer, has been signed for the weekly Blue Network *Three Ring Time*, sponsored by P. Ballantine & Sons (beer), replacing Bill Goodwin.

FRANCES BRENNER, formerly with KVOO, Tulsa, traffic department, has joined Mid-Continent Airlines, Kansas City.

TOM MOORE left the announcing staff of WIBG, Glendale, Pa., to become an aviation cadet in the Army.

Women With Relatives In War Assisting WLW

FOUR WOMEN with close relatives in the armed forces have been picked to make the daily defense announcements over WLW, Cincinnati. Katherine Fox, coordinator of WLW defense programs, conducts the defense shows on which appear Mrs. W. Allen Stone who has two brothers in the Army; Mrs. H. R. Davis, vice-president of the Cincinnati chapter of the Navy Mothers Association; Miss Louise Cleve who has a brother in the Army, and Mrs. Daniel Heekin whose husband is a Naval Ensign. Mrs. Heekin, school teacher in a private Cincinnati school, recently flew to San Francisco to bid her husband goodbye as his ship sailed for an unknown port.

WOV... — FOR VICTORY

5000 WATTS — THE KEY TO TWO MARKETS — 1280 KC

DAY TIME

IT'S A MONOPOLY

For 12 hours a day...from 6 A.M. to 6 P.M....WOV monopolizes 14% of the entire metropolitan listening audience... the audience that can best be sold in the Italian language.

WOV sells this fruitful market of industrious wage earners and prosperous tradespeople... 521,606 families, 1,780,024 persons...at a lower cost (at our present low rates) than any other advertising medium.

NIGHT TIME

ALAN COURTNEY
M. C. "1280 CLUB"

With platters and patter he battles the networks...and "blitzs" all the rest. He bites a larger chunk out of the area's listening audience at a lower cost per listener (at our present low rates) than any other program on the air.

PAN AMERICANA
Latin American Rhythms

AMERICA IN MUSIC
Classics by American Composers

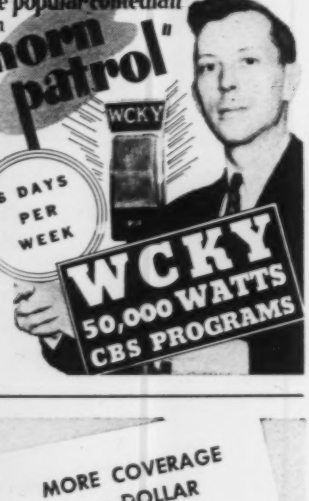
MAXINE KEITH
"FOLLOW THE LEADER"
A lovely lady with discs and discourse.

THE Pulse of New York Survey for February 1-13, 1942...the only 100% yardstick for the measurement of radio audiences... establishes beyond question the fact that WOV is a better "buy"... at its present low rates... than *any other radio station* in the Metropolitan area.

A representative from WOV, with authentic facts and figures will be very glad to prove this conclusion.

WOV... — For Victory 730 Fifth Avenue, New York CIrcle 5-7979

Stowin and Wright
RADIO STATION REPRESENTATIVES
offices
MONTREAL • WINNIPEG
TORONTO

Al. Bland
the popular comedian in "morn patrol"


6 DAYS PER WEEK
WCKY
50,000 WATTS
CBS PROGRAMS

MORE COVERAGE per DOLLAR in the TRI-CITY MARKET
WTRY
TROY, N. Y.
1000W 980KC
Basic N B C Blue
An H. C. Wilder Station
Represented by Raymer

"You'll get a bigger surprise when you try KXOK St. Louis"
630 KC. 5000 WATTS
BLUE NETWORK

Guestitorial

(*Continued from page 32*)

appreciation of this fact? In asking more favors, yes. In official recognition, no.

Now we're called upon to do our biggest job . . . a job that is the biggest thing of its kind on record —the job of helping to win the war. Are we willing? Yes. Are we ready? Yes. We have not only America's battle to fight but our own, and from all indications the second one is going to be almost as tough as the first. The Government is calling for help. Radio is ready to rush to the rescue—ready to jump into the fight and has already done so, but — despite the phenomenal job already going, we still stand alone without official Government recognition. In fact, on more than many occasions the Government has stood idly by while unfriendly forces have put two strikes on us—and has done nothing to help.

If the Government doesn't understand radio enough to recognize it, then at least give us sufficient endorsement and approval and leave the job of broadcasting up to the men who do understand it! If these men of the microphone had betrayed a trust there might be reason for retaliatory measures. But such is not the case. Radio has not been found wanting in self-control.

Self-control, however, doesn't seem to please some people and radio's double war goes on—a double war of national defense and self-defense.

It would be folly to hope after all these years that we could really realize the dream as outlined above, as we're right back where we started. How then can we get this vital result? Let's look at the ledger.

We've more than bent over backwards to show our desire to serve home and country and all the people therein. The networks have delivered up a carload of "frankincense and myrrh" and have even thrown in the silver platter. Throughout the nation humbler broadcasters toil over their transcriptions, spending sleepless hours over their typewriters literally "knocking themselves out" just to see that the job is well done.

But no matter how great the job already accomplished, there is something definitely wrong. It is up to us to map a combined strategy—sit down long enough to face the facts and study the angles —and then roll up our sleeves and get into action.

Radio can do anything. That is not idle dreaming because we're proven that we can. We've shown ourselves that there is truth to the optimist's adage that "nothing is impossible" because we've done it. So—having done all this—why, then, are we not recognized?

There is but one answer to this —we've been so busy minding other people's business by serving them, that we've neglected our own. We have been lacking in showmanship for radio as a whole.

We help build the legends of Broadway and yet radio has popularized every band and act it has had in the last 10 years.

We help glamorize Hollywood and yet a large percentage of its top stars got their start in radio.

We make fortunes for the makers of soap and soup and make their products household words.

We bring the world events into the nation's living room, yet we tell them to read their daily newspapers.

We have been directly responsible for the mounting appreciation of the symphony, opera and fine arts.

We've been press agents for just about everything in the world, but what have we done for ourselves? Comparatively nothing.

We need a concentrated campaign—a united front—to sell, promote, glamourize or propagandize —radio.

TIRES MAY GO but these gentlemen happily get down to the task of renewing the advertising contract of the Oklahoma Tire & Supply Co. chain with KVOO, Oklahoma. They are (l to r) William B. Way, KVOO vice-president and general manager; D. C. Sperry, advertising manager of Oklahoma Tire & Supply; and Willard Egolf, KVOO commercial manager. Results from 12 KVOO newscasts weekly for more than 100 Oklahoma Tire & Supply stores in Oklahoma, Kansas, Missouri and Arkansas brought the renewal.

CONTROL TRANSFER GIVEN WGPC, WKBN

CONSENT to the voluntary assignment of WGPC, Albany, Ga., to a partnership of J. W. Woodruff and J. W. Woodruff Jr. and permission for the acquisition of control of WKBN, Youngstown, O., by Warren P. Williamson Jr., have been announced by the FCC.

The WGPC deal involves changing from the old Albany Broadcasting Co. setup, with Mr. Woodruff Sr. as 90% stockholder and Mr. Woodruff Jr. holding 10% to an equal partnership. The Woodruffs also own WATL, Atlanta, and WRBL, Columbus, Ga. All three stations are operated as the Georgia Broadcasting System regional network.

At WKBN, Warren P. Williamson Sr., 13.5% stockholder, has made a gift of 430 shares of stock to his son, Warren P. Williamson Jr., manager and 45.8% owner of WKBN. Move makes the younger Mr. Williamson majority stockholder. The 40.5% balance in the station is held by the Plain Dealer Publishing Co., publisher of the *Cleveland Plain Dealer* and chief owner of *Cleveland News*, and owner of WHK and WCLE, Cleveland, and WHKC, Columbus.

More Go Overseas

LATEST additions to the list of programs to be shortwaved to American soldiers overseas are: *Musical Steelmakers*, sponsored by Wheeling Steel Corporation, Wheeling, W. Va. (steel products), and *Three Ring Time*, sponsored by P. Ballantine & Sons, Newark (beer). The programs will be rebroadcast on NBC's international stations by directional antennae to Iceland, Ireland, the Caribbean area, England, Central Europe, Alaska and Hawaii [BROADCASTING, March 9, 1942]. Agency for Wheeling Steel Corp. is Critchfield & Co., Chicago. Agency for P. Ballantine is J. Walter Thompson Co., New York.

Nebraskans Elect

NEBRASKA Broadcasters Assn. meeting in Omaha recently, elected Jud Woods, KFAB, Lincoln, as president; L. L. Hilliard, WJAG, Norfolk, vice-president; Art Thomas, WJAG, secretary-treasurer; Vernon H. Smith, KOWH, Omaha, and E. I. LeBarron, KGNF, North Platte, directors. John Gillin Jr., WOW, Omaha, recently re-elected district director, was named as NAB representative of the association.

DUE TO THE WAR, the National Radio Parts trade show, which has been sponsored jointly by the Radio Manufacturers Assn. and the Sales Managers Clubs, and which had been scheduled for Chicago in June, has been cancelled.

WJBK
DETROIT'S LEADING INDEPENDENT STATION
250 Watts . . . 24 Hours a Day
WJBK

Newsmen at Front Urged by Murrow

Reporters, Broadcasters Now Needed for Task Forces

A PLEA for American reporters and broadcasters to serve at the fronts alongside American fighting forces, was made by Edward R. Murrow, chief of CBS European war news correspondents, during a broadcast over CBS in which he discussed wartime news and wartime censorship. He said in part:

"The basic problem of news and information here is the same as it was and is in England: the chiefs of the fighting services will not release information, and there is no civil authority able and willing to tell them to do so. No one would risk a single life for a headline or a radio news bulletin.

Fought in the Minds

"But this war is being fought in people's minds as well as on the battleground, and we cannot afford to create doubt unnecessarily, cannot permit the suspicion that incompetency and mistakes may be hiding behind a barrier of silence. I'm not maintaining that that position now exists, but the duplication and the contradictions of agencies charged with the dissemination of news in Washington may give rise to unhealthy suspicions.

"For several months in Britain, British communiques did nothing more than just confirm German claims 24 to 48 hours late. We cannot afford to have the same thing happen here. This war is a test not only of courage but of will. Nothing is more likely to undermine the will of people than the belief that they're being misled, misinformed, that the government is coddling them. The release of news and information should be as precise and clear-cut as the product of our best machine tool.

"Military men are not trained to write news dispatches, and, indeed, there's no reason why they should be. But before this war is over, we shall have task forces operating in many parts of the world. They should be accompanied by men who can write and talk.

"The German front reporters and photographers have suffered heavy casualties, but they have brought the sound and smoke of battle into the homes of people behind the lines and into the homes of Europe's few remaining neutrals as well. Why shouldn't we risk a few journalists and broadcasters—right up with the troops? Some of them would be killed—a few have been already. Men able and willing to do the job are not lacking."

CBS Requires Passes

BECAUSE of the present war risks, CBS, through Hal Rorke, assistant publicity director, is issuing special admittance passes to all radio reporters, news editors and the like, who require access to CBS New York headquarters during the evening hours after 6 p.m.

KMA is "edited" for FARMERS—not lounge lizards!

● Anyone unfamiliar with KMA's audience might think it strange that a station serving 3,000,000 people devotes 70% of its time to *local* service. Yet, that's exactly why KMA is *the No. 1 farm station in the No. 1 farm market!*

Because most of our people live on farms or in towns under 2,500 population, KMA makes it a point to understand their problems, to give them *what* they want, *when* they want it, and in language they understand.

Thus, KMA is an important part of their daily lives—and they react with a loyalty matched by few other stations anywhere. Loyalty, not only to KMA itself, but also to the advertisers who bring them their favorite programs! Our new market data brochure *proves* it—send for your copy *today!*

The No. 1 Farm Station in The No. 1 Farm Market—

150 COUNTIES AROUND SHENANDOAH, IOWA

FREE & PETERS, INC., Exclusive National Representatives

WSGN
AND
Alabama
Synonymous ... and WSGN broadcasts "Your Friendly Druggist"—promotes goodwill among druggists for advertisers' products.
610 Kc.
BIRMINGHAM
Headley-Reed Company, Reps
BLUE NETWORK and Mutual

CHNS
Halifax, N. S.
Is located in the Centre of the Radio Audience of the Province
Ask JOE WEED

Agencies

RANDOLPH W. HEISER, account executive of J. Stirling Getchell for a branch of Socony-Vacuum Co., has been named manager of the agency's Detroit office. He succeeds Harry T. Mitchell, formerly vice-president and manager of that office, who resigned. Mr. Mitchell had supervised the Plymouth and DeSoto motor car accounts as well as a branch of Socony-Vacuum.

PAUL KIZENBERGER, formerly of McCann-Erickson, New York, has joined the timebuying department of N. W. Ayer & Son, New York, replacing Richard Bunbury, who has joined the Army.

JOHN H. BREIEL, director of public relations of N. W. Ayer & Son, Philadelphia, has resigned, effective March 16.

GEORGE DURAM, timebuyer and account executive of H. W. Kastor & Sons, Chicago, has been appointed media director of the agency.

HAL CLARK, formerly account executive of Dan B. Miner Co., Los Angeles, has joined Buchanan & Co., that city, as copywriter and contact man.

BETH FAGENSTROM, formerly women's fashions advertising director of Desmond's Inc., Los Angeles (clothing store), has joined Hillman-Shane-Breyer, that city, as account executive.

EVELYN AHLSTRAND, formerly Lord & Thomas, New York, and Richard C. Dunkel, formerly with Benton & Bowles, New York, have joined the staff of Donahue & Coe, New York.

CHARLES BOWES, account executive of Gerth-Knollin Adv. Agency, San Francisco, has been transferred to the Los Angeles offices.

FIRST BUSINESS discussion since the organization of the new New York agency, Duane Jones Co., revolves around the new premium offer for Bab-O to be announced on the NBC and CBS *David Harum* program, starting April 6. In the huddle are (l to r): Henry Turnbull, account executive on the B. T. Babbitt Co. account; Robert Brenner, advertising director of Babbitt; Duane Jones, president of the new agency. The premium will feature a series of greeting cards for all occasions and a "Reminder-Ledger" to record anniversaries and engagements.

Dept. Store Study

ARRANGEMENTS were completed last week by the NAB with the National Retail Dry Goods Assn. for a nationwide study of the use of radio advertising by department stores. The project, which will be conducted by questionnaire, will require several months, it was said, and will be an attempt to analyze the subject from every angle. A complete report and analysis and a program for future activity to be based on the findings will be given at the NAB convention in Cleveland May 12 at a special session on department stores.

Cotton Heads Disc Firm

THE newly-organized Cotton & Tunick Productions, New York radio transcription firm, is headed by Robert L. Cotton, former production manager of WINS, New York, and Irve Tunick, at one time continuity director of WINS and script writer of the radio division of the U. S. Office of Education.

Ad Club Plans Awards

OUTSTANDING network and local radio programs produced in Chicago will be chosen and awards given their sponsors and agencies on April 23 in the Third Annual Advertising Awards of the Chicago Federated Advertising Clubs. Special recognition will be given for outstanding national and civic service in a separate classification including all media.

Canada Studies Change In Advertising Deduction

A COMPLETE change in the Canadian Government's attitude towards "contributed" and "normal" advertising appropriations for income tax purposes is under consideration, according to the *Toronto Financial Post's* Ottawa correspondent. A special ruling had only recently been made [BROADCASTING, Feb. 9] to stimulate and encourage the contribution by corporations of paid advertising to aid the war effort to the extent of 10% of average advertising expenditure for the 1936-39 period.

"If present plans are approved," says the *Toronto Financial Post*, "advertisers will no longer be permitted to spend an additional 10% of their 1936-39 average appropriations for 'contributed' advertising and receive an income tax credit for that amount."

The reason given the *Financial Post* is that the use of this sort of advertising (which was specifically arranged in connection with the recent war loan campaign) has expanded far beyond what was originally anticipated.

Present intention is to eliminate this type of tax credit entirely—no matter to what extent the advertising is used in furthering, either directly or indirectly, the war effort.

THE ENERGY OF LIGHTNING HAS NEVER BEEN HARNESSED
THE ENERGY OF OUR ORGANIZATION CAN BE HARNESSED TO SUBSTANTIALLY INCREASE YOUR BUSINESS
energetic
WEED
AND COMPANY
RADIO STATION REPRESENTATIVES
NEW YORK • DETROIT • CHICAGO • SAN FRANCISCO

FIRST station in Indiana in 1924
and still the
FIRST STATION in Indiana in 1942
WFBM .. THE HOOSIER STATION .. INDIANAPOLIS
REPRESENTED BY THE KATZ AGENCY

Operations Begun By Duane Jones Co

Turnbull Joins New Agency; Other Personnel Named

FULL PERSONNEL of the Duane Jones Co., newly-formed New York agency which started functioning last week at 570 Lexington Ave. [BROADCASTING, March 9], has been announced by Duane Jones, president of the company, and former partner of Maxon Inc., New York. His assistant is Henry Turnbull, who will handle the B. T. Babbitt Co. account in addition to other duties.

Radio and media director is Brent Groves, Maxon traffic manager and media director, specializing in packaged product accounts.

Packaging Specialists

Other members of the staff, all experts in the package products field, a specialty of the new agency, include Eugene Hulshizer, who will handle Mueller macaroni products as he did at Maxon; Paul A. Werner, formerly in charge of the eastern division of Atlantic & Pacific Tea Co. with Paris & Peart, credited as the "creator" of the long size cigarette, who will place the Benson & Hedges account; and C. Frederick Bell, packaged goods expert for J. Walter Thompson Co., Benton & Bowles, and Blackett-Sample-Hummert, who will service advertising for Hecker Products' cereals, including H-O oats, Cream of Farina and Force.

Ralph T. Smith, formerly copy chief of Maxon Inc., New York, will hold the same position with Duane Jones, and will have on his staff Walter Ware, formerly with Maxon. Thomas McManus, art director of the new agency, has been with Blackett-Sample-Hummert in Chicago and New York, and Ruthrauf & Ryan. Head of the "self-liquidating premium" department for Jones, is Woodrow Sporn, transferring from Maxon.

Seek Sub for Winchell

LENNEN & MITCHELL, New York, agency for the Andrew Jergens Co. account, is working on a reserve program to move into the first section of the 9--9:30 p.m. Sunday period sponsored by the company on the Blue network, in case Walter Winchell has to cease his broadcasting activities to go on active duty as a lieutenant-commander in the Navy. No definite date has been set for the change, according to the agency, which did not reveal any details of the substitute quarter-hour program on which they are working.

Romberg Heads SPA

SIGMUND ROMBERG was elected president of the Songwriters Protective Assn. by the group's council at a meeting last Monday, replacing Irving Caesar who had asked to be relieved of the post due to pressure of other affairs. Election will be held at the annual membership meeting in mid-April.

SAMUEL E. GILL, formerly research director of Crossley Inc., has been been appointed director of research of Lord & Thomas.

Dean to Rockefeller

LOUIS B. DEAN, onetime program manager of Campbell-Ewald Co., and recently radio director of Arthur Kudner Inc., has been appointed to the staff of the Office of the Coordinator of Inter-American Affairs (Rockefeller Committee) and has been detailed to the New York office to act as liaison with networks and stations.

Mr. Dean

Program Has 49% Rating

QUARTER-HOUR program broadcast March 9 on the four major networks in celebration of the ninth anniversary of the Administration's Farm Program was heard by 49% of radio setowners, acording to a report by the Cooperative Analysis of Broadcasting. Featured speakers were President Roosevelt, Vice-President Wallace, and Secretary of Agriculture Wickard.

BOMBER PLEDGED

WMMN Reports $576,713 In 10-Day Drive

A BOMBER for American forces was the result of a 10-day drive conducted by WMMN, Fairmont, W. Va., the station has announced. On its *Victory Party*, aired from 10:15-11 p.m. for the 10-day stretch, pledges were asked for defense bonds and stamps with the result that a total of $576,713 has been set aside by listeners for bond and stamp purchases.

Sponsored by the Bell Furniture Co., Fairmont, the *Victory Party* was aimed at arousing competitive spirit among listeners. Donations were asked for the Army, Marines, Navy and families with men in service were asked to send in pledges dedicated to their relatives.

The station reports that on the final night of the series, March 13, $349,784 was pledged, more than half the total.

Fibber Again Heads List In Hooper March Survey As Hope Ranks Second

FIRST PLACE on the C. E. Hooper list of the first 15 national network programs for March again is held by *Fibber McGee & Molly* with a rating of 38.1, while *Bob Hope* has moved up from fourth place to second with a 35.2 rating.

Charlie McCarthy and the *Aldrich Family* are tied for third place with 31.0; *Walter Winchell, Radio Theatre* and *Coffee Time* hold 4th, 5th and 6th places respectively with ratings of 29.7, 27.7 and 26.8; *Jack Benny*, first in the April 1941 Hooper ratings, is now 7th with 26.6. Others in the list, in order, are *Mr. District Attorney, Music Hall, Time To Smile, Kay Kyser, Bandwagon, Rudy Vallee* and *One Man's Family. Red Skelton* continues to hold first place on the list of programs measured by Hooper on a partial rather than a full "national" interviewing coverage.

THE POP STATION

(PROOF OF PURCHASE)

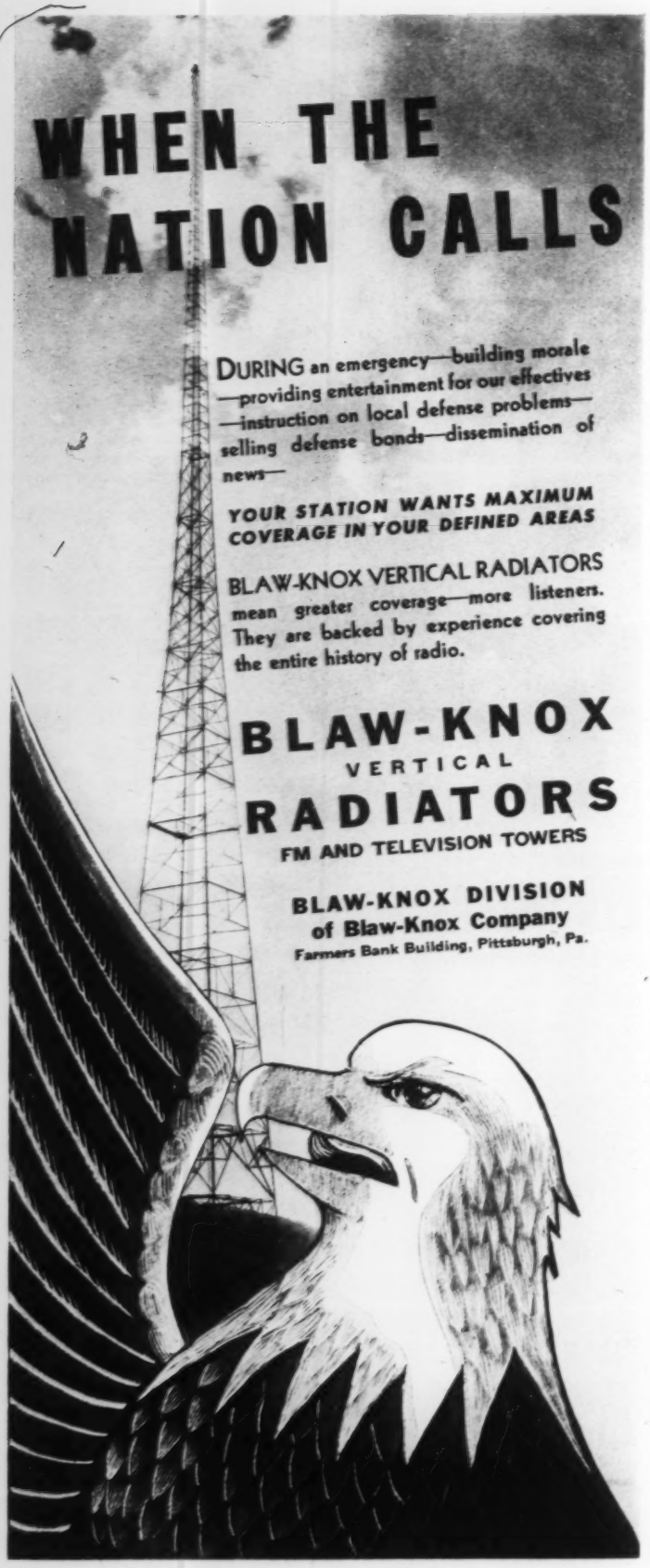
One proof of the pudding is in the purchasing. WMMN has found new purchasers for scores of advertisers through smart, aggressive programming in a market jammed with "buy-minded" listeners. WMMN will stand on its record as a mail-pulling station, the acid test of audience reaction. It holds the record for mail-pull in its power classification. (And most of the mail contains "proof of purchase".)

SOON 5,000 WATTS FULL TIME

WMMN FAIRMONT W. VA.

"THE VOICE OF THE MONONGAHELA VALLEY"

Member CBS . . . Blair Represents Us Nationally


WHEN THE NATION CALLS
DURING an emergency—building morale—providing entertainment for our effectives—instruction on local defense problems—selling defense bonds—dissemination of news—
YOUR STATION WANTS MAXIMUM COVERAGE IN YOUR DEFINED AREAS
BLAW-KNOX VERTICAL RADIATORS mean greater coverage—more listeners. They are backed by experience covering the entire history of radio.
BLAW-KNOX
VERTICAL
RADIATORS
FM AND TELEVISION TOWERS
BLAW-KNOX DIVISION
of Blaw-Knox Company
Farmers Bank Building, Pittsburgh, Pa.

Horstman Promoted

E. C. HORSTMAN, control room supervisor of NBC-Chicago, has been appointed manager of engineering for the Blue Central Division, an announced by E. R. Borroff, vice-president in charge of the Central Division. On the staff of NBC-Chicago for the last 15 years, Mr. Horstman served as president of the National Assn. of Broadcast Engineers & Technicians for four years until his recent resignation.

Mr. Horstman

TECHNICIANS ALL
WTBO Staff 100% Enrolled In Engineering Course

SEEKING to offset any possible obstacle to the station's operation that might arise due to the engineer shortage and uncertain selective service conditions, WTBO, Cumberland, Md., is building its own backlog of reserve engineering talent.

The plan, revealed last week by Frank V. Becker, owner of the station, includes the 100% enlistment of the staff—commercial manager, program director, announcers, Mr. Becker's secretary and the present staff of transmitter operators—in special classes on engineering, conducted by Mr. Becker, an engineer himself.

Supplementing the enrollees are four outsiders, two of whom are male prospective operators, and even the wives of Mr. Becker and the WTBO program director.

The project was precipitated by a shortage of operators due to draft that might curtail WTBO's operation.

False Signals Rejected In New Device of RCA

INVENTION eliminating possibility of error from defective signals in radio telegraph transmission by a new error-printer was put into operation last week on the RCA direct radio circuit between New York and Buenos Aires. It automatically rejects false signals and prints an asterisk in place of an incorrect letter.

Though war restrictions prevent full details, RCA officials did reveal that the device operates with a special code so constructed that a defective character is immediately recognized. The mechanism may operate alone or with others over the same radio transmitter. When more than one printer is used, they are operated in conjunction with RCA's "time-division" multiplex system which provides two, three or four simultaneous message channels over a single radio transmitter.

Engineer an Author

GENE RIDER, of the field engineering staff of CBS, is author of *The Green Receipt* program produced by *Columbia Workshop* recently on CBS. Rider has written stories which have appeared in *Esquire*, *Swank* and *Writer's Digest*, and has had articles on electronics in trade journals.

in the CONTROL ROOM

JACK CURILLA, former chief transmitter operator of WCFL, Chicago, has enlisted in the Navy for his second World War. Bill Pracht has been promoted to replace him, and Carl Swanson, formerly of WJJD, Chicago has joined the engineering staff of WCFL.

MARION GULICK and Harry Bookman, engineers of WTSP, St. Petersburg, have left for Government service and the Navy, respectively.

ELMO REED and Donald Parker, formerly engineers at WROK, Rockford, have been promoted to corporal and sergeant, respectively, in the Signal Corps.

CHARLES ROY BATTEAU, transmitter engineer at WCKY, Cincinnati, has resigned to enlist in the Navy.

GLEN TURNER, KHJ, Hollywood, master control supervisor, has resigned to enter Government service. He is replaced by Bob Murray, station's studio supervisor. John Norton, of guest relations staff, has enrolled in the Officers' School of the U. S. Merchant Marine, with Bill Parmelee taking over his duties.

JACK ALLEN, formerly of Radio-Vision, Hollywood, has joined the auditing staff of Universal Microphone Co., Inglewood.

DAWKINS ESPY has taken a leave of absence from the research department of KFI-KECA, Los Angeles, to join the Columbia U National Defense Research Labs. in New London, Conn., as a research engineer.

ORVILLE L. HARTLE, air conditioning engineer, has joined KPO, San Francisco, and will have charge of air conditioning at the new NBC building.

BOB MONTESANO has joined the engineering staff of WIBX, Utica, N. Y., as a student technician.

CLIFF EASUM, formerly of KSWO, Lawton, Okla., has replaced A. B. Tullius as chief engineer at KTOK, Oklahoma City. Tullius is now with NBC in New York.

CARROLL PHILBROOK, of Salem, Mass., has joined WHEB, Portsmouth, N. H.

Universal's New Plant

UNIVERSAL MICROPHONE CO., Inglewood, Cal., has broken ground for plant No. 2 which will be an exact replica of the firm's original three-story building. The structure will nearly treble floor space of the original factory.

Bill Would Curtail Liquor Advertising

Rankin Measure Prohibits Radio Spirits Campaigns

LEGISLATION aimed at alcoholic beverage advertising on the air has again been given a mild revival with a bill proposed March 13 by Rep. Rankin (D-Miss.).

The bill (HR-6785) closely follows the thought and syntax of previous bills submitted in attempts to suppress the small amount of liquor advertising on the air and the greater amount of beer and wine advertising.

The bill proposes that "no person shall broadcast by means of any radio station for which a license is required by any law of the United States, and no person operating any such station shall knowingly permit the broadcasting of any advertisement of any alcoholic beverage".

Similar to Old Bills

The bill adds that "any person violating any provision of this section, shall, upon conviction thereof, be fined not more than $1,000 or imprisoned not more than one year, or both, for each day during which such offense occurs".

Rep. Rankin's bill is almost a duplicate of a bill proposed Jan. 3, 1941 by Rep. Culkin (R-N. Y.), and other bills periodically proposed in the House and Senate. Also in January of last year a bill was proposed by Sen. Capper (R-Kans.) which differs from the other bills in that it includes transportation in mails or otherwise of alcoholic beverage advertising and also includes transcriptions, mentioning that "no record for mechanical reproduction" should be used for such advertising.

Little interest in the bills has been shown on Capitol Hill. Clerks of the various committees have expressed doubt that hearings on the bills will be held in the near future and indicated that only a serious lull in committee business would inspire interest in them.

Typical sentiment on the bills was expressed by Rep. Sauthoff (Prog.-Wisc.) "Where is the logic in bills of this sort?" Rep. Sauthoff asked. "We repealed the 18th Amendment and legitimized sale of liquor, beer and wines. Also," he said, "we allow alcoholic beverage advertising in newspapers and in my mind it would be rank discrimination to say that such advertising could not be given over the air. I have not heard of any abuses of beverage advertising on the air".

Other Congressional members indicated that the bills were the result of pressure by minority groups and that little interest would be shown in them.

A COMMITTEE of Parliament was appointed March 12 at Ottawa to investigate the annual report of the Canadian Broadcasting Corp. and review policy and aims of the CBC, the first such committee to investigate the CBC since the start of the war.

THE ONCE-OVER is given by sponsor, agency and talent representatives to commercial copy of the weekly quarter-hour *It Happened in the Service*, when launched March 4 on 13 NBC-Red Pacific and Mountain stations. Sponsor is Par Soap Co. Approving group includes (l to r): Alvin Long, head of Long Adv. Service, San Francisco agency servicing the account; Bryce Vernon, Southern California sales manager of the soap company; Hank McCune, m.c. of the show for families of service men; Theodore Allen, president and general manager of Par.

Patriotic Series Heard On Nationwide Hookups As Fibber Replacement

PATRIOTIC half-hour program replaced the March 17 NBC *Fibber McGee & Molly* show, sponsored by S. C. Johnson & Son (floor wax), when death of James W. Jordan, 90, father of Jim Jordan, who portrays Fibber on the dramatic series, forced cancellation of the Hollywood-originating broadcast thus enabling the latter to attend funeral services held in Peoria, Ill., on the following day. Program emanating from New York, was carried on CBS, MBS and Blue Network as well as NBC stations. First 20 minutes was devoted to an original drama titled *Production Now*, written by William Robson and Dorothea Lewis. Musical background was scored by Tom Bennett with Frank Black directing. Donald Nelson, War Production Board chairman, was cut in from Washington for a ten-minute talk.

WHEN IN CHICAGO...

• • • take a tip from Chicago radio listeners. In a survey among Chicago families, W-G-N was chosen Chicago's outstanding radio station.

• • • check the men who know the Chicago market best—the buyers of spot radio time. It is significant that W-G-N holds a substantial lead over all other major Chicago stations in volume of local and spot advertising.

• • • you'll find that W-G-N is the First station in Chicago and the First Chicago station in the Middle West.

50,000 WATTS WGN 720 KILOCYCLES

A Clear Channel Station

MUTUAL BROADCASTING SYSTEM

EASTERN SALES OFFICE: 220 E. 42nd Street, New York, N. Y. PAUL H. RAYMER CO., Los Angeles, Cal., San Francisco, Cal.

THE Business OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WOWO-WGL, Ft. Wayne

Kroger Grocery & Baking Co., Cincinnati, 20 *sa*, thru Ralph H. Jones Co., Cincinnati.
Drewry's Ltd., South Bend (ale), 26 *sp*, thru R. A. Moritz, Davenport.
Seeck & Kade, New York (Pertussin), 27 *ta*, thru Erwin, Wasey & Co., N. Y.
Roman Cleanser Co., Detroit, 50 *ta* thru Gleason Adv. Agency, Detroit.
National Refining Co., Cleveland, 180 *ta*, thru Hubbell Adv. Agency, Cleveland.
Kellogg Co., Battle Creek (corn flakes), 200 *ta*, thru J. Walter Thompson Co., Chicago.
Lever Bros., Cambridge (Swan Soap), 195 *ta*, thru Young & Rubicam, N. Y.
International Harvester Co., Chicago, 3 *sa*, direct.
Longines-Wittenauer Watch Co., New York, 13 *sp*, thru Arthur Rosenberg, N. Y.
Chicago Sun, Chicago, 312 *ta*, thru Schwimmer & Scott, Chicago.

WEEI, Boston

Postal Telegraph Cable Co., New York (Communication service), *sa* weekly, thru Biow Co., N. Y.
Lever Bros. Co., Cambridge (Swan Soap), *ta & sa*, thru Young & Rubicam, N. Y.
Beechnut Packing Co., Canajoharie, N. Y. (gum), *ta*, thru Newell-Emmett Co., N. Y.
Wayne Knitting Mills, Ft. Wayne (hosiery), *sa*, thru Aubrey, Moore & Wallace, Chicago.
Corn Products Refining Co., New York Kre-Mel pudding mix), 6 *sa* weekly, thru C. L. Miller Co., N. Y.
MacFadden Publications, New York (*Beauty & Health* magazine), *sa*, thru H. C. Morris Co., N. Y.

KFRC, San Francisco

Dr. P. Phillips Canning Co., Orlando, Fla. (grapefruit juice), 2 *sp* weekly, thru C. L. Miller Adv., N. Y.
California Spray Chemical Corp., Richmond, Cal. (Bug-Geta, Ant-B-Gone), 78 *sa*, thru Long Adv. Service, San Francisco.
Musterole Co., New York (Musterole), 5 *sa* weekly, thru Erwin, Wasey & Co., N. Y.
Pacific Brewing & Malting Co., San Jose, Cal. (Weiland's Beer), 6 *sa* weekly, thru Brewer-Weeks Co., San Francisco.
Acme Breweries, San Francisco (beer and ale), 3 *t* weekly, thru Brisacher, Davis & Staff, San Francisco.

WRC, Washington

Eaton Paper Corp., Pittsfield, Mass., 26 *sa*, thru Grey Adv. Agency, N. Y.
General Baking Co., New York (Bond Bread), 10 *ta*, thru Ivey & Ellington, Philadelphia.
Swift & Co., Chicago (Jewel shortening), 90 *ta*, thru J. Walter Thompson Co., Chicago.
Kellogg Co., Battle Creek (Corn Flakes), 10 *ta* weekly, 300 times, thru J. Walter Thompson Co., Chicago.
Waste Paper Consuming Industries (Conservation Program), 26 *ta*, thru Olian Adv. Agency, St. Louis.

WHO, Des Moines

Penn Tobacco Co., Wilkes Barre (Kentucky Club), 3 *sp* weekly, thru H. M. Kiesewetter Inc., New York.
Lady Esther Ltd., Chicago (cosmetics), 4 *ta* weekly, thru Pedlar & Ryan, N. Y.
Economics Laboratory Inc., St. Paul, Minn. (Sollax), 6 *ta*, thru T. J. Maloney Inc., N. Y.

KHJ, Hollywood

Carnation Co., Milwaukee (canned milk), 2 *t* weekly, thru Erwin, Wasey & Co., Chicago.
B. Manischewitz Co., Jersey City (Matzos), 2 *sa* weekly, thru A. B. Landau Inc., N. Y.

WKZO, Kalamazoo

Lever Bros., Cambridge (Swan Soap), 10 *ta* weekly thru Young & Rubicam, N. Y.
National Refining Co., Cleveland, 19 *ta* weekly, 10 weeks, thru Hubbell Adv. Agency, Cleveland.
Drewry's Ltd., South Bend, 2 *t* weekly, thru R. A. Moritz Co., Davenpart.
Tunis Johnson Cigar Co., Grand Rapids, 5 *sa* weekly, Webber Adv. Agency, Grand Rapids.
Ferriss Pharmacal Co., Chicago, 3 *sp* weekly, Neal Adv. Agency, Chicago.
Michigan Casualty Insurance Co., Detroit, 5 *sp* weekly, First United Broadcasters, Chicago.
Wm. H. Wise Co., New York (garden book), 6 *sp* weekly, Northwest Radio Adv. Co., Seattle.

WOR, New York

P. W. Minor & Sons, Batavia, N. Y. (Treadeasy shoes for women), 3 *sp* weekly, thru Stewart, Hanford & Casler, Rochester, N. Y.
Axton-Fisher Tobacco Co., Louisville (Twenty Grand Cigarettes), *sp* weekly, thru McCann-Erickson, N. Y.
Lever Brothers Co., Cambridge, Mass. (Vimms), 6 *sa* weekly, thru Ruthrauff & Ryan, N. Y.
Quaker Oats Co., Chicago (Aunt Jemima Pancake and Buckwheat Cake Flour), *sp* weekly, thru Sherman K. Ellis & Co., Chicago.
Perfection Stove Co., Cleveland, 3 *sp* weekly, thru McCann-Erickson, Cleveland.
Barbasol Co., Indianapolis (Barbasol), weekly *sp*, thru Erwin, Wasey & Co., New York.
Jacob Ruppert Brewery, New York, 3 *sp* weekly, thru Ruthrauff & Ryan, N. Y.

KQW, San Jose, Cal.

Keystone Coffee Co., San Jose, Cal., weekly *sa*, direct.
Dwight Edwards Co., San Francisco (Nob Hill Coffee), 10 *sa*, weekly, thru McCann-Erickson, San Francisco.
Acme Breweries, San Francisco, 4 *t* weekly, thru Brisacher, Davis & Staff, San Francisco.
MacFadden Publications, New York (*True Story*), 6 *sa*, thru Arthur Kudner, N. Y.
Mother's Cake & Cookie Co., Oakland, 7 *sa* weekly, thru Emil Reinhardt, Oakland.

KMPC, Beverly Hills, Cal.

Golden State Co., San Francisco (dairy products), 8 *sa* weekly, thru Ruthrauff & Ryan, San Francisco.
Jacques Mfg. Co., Chicago (KC baking powder), 5 *sa* weekly, direct.
Grocers Packing Co., Los Angeles (Budget Pack foods), 5 *sp* weekly, thru Mayers Co., Los Angeles.

KPAS, Pasadena, Cal.

Wm. H. Wise & Co., New York (books), 12 *t* weekly, thru Northwest Radio Adv. Co., Seattle.

WBBM, Chicago

Illinois Bell Telephone Co., Chicago, 6 *sa* weekly, 13 weeks, thru N. W. Ayer & Son, N. Y.

WJZ, New York

Procter & Gamble Co., Cincinnati (Lava soap), 7 *ta* weekly, 52 weeks, thru Biow Co., N. Y.
Gotham Health Club, New York (exercise club), weekly *t*, 52 weeks, thru Blackstone Co., N. Y.

WMAQ, Chicago

Peter Hand Brewery Co., Chicago (Meister Brau Bock Beer), 5 *sp* weekly, thru Mitchell-Faust Adv. Co., Chicago.
Shell Oil Co., New York, 5 *sa* weekly, 11 weeks, thru J. Walter Thompson Co., N. Y.

BAUKHAGE IS SOLD TO 27 ADVERTISERS

SINCE the announcement in early February by the Blue Network that the five-weekly quarter-hour news commentaries by Baukhage, Blue Washington correspondent, would be offered to local sponsors, 27 advertisers have signed for the series on 22 Blue stations.

Current sponsors and stations carrying *Baukhage Talking* on a participating basis are: WMFF, Plattsburg, for Ames Furniture Co. and Plattsburg Coal Co.; WTCN, Minneapolis, Land O' Nod Mattress Co.; WJTN, Jamestown, N. Y., Bigelow's Dept. Store; WCBS, Springfield, Ill., Kennedy Laundry & Cleaners, Springfield Refinoil Co., Henessey Floral Co., Springfield Audiphone Co., and John J. Jobe (furriers); KOWH, Omaha, Great Western Sugar Co.; WBLK, Clarksburg, W. Va., Keister Chevrolet Co.

WGKU, Charleston, W. Va., Diamond Dept. Store; WGAC, Augusta, Ga., Claussen's Bakery; WMFJ, Daytona Betch, Bell Bakeries; WSGN, Birmingham, and WHMA, Anniston, Ala., People's Finance & Thrift Co.; WSLI, Jackson, Miss., Colonial Baking Co.; KGHF, Pueblo, Colorado Supply Division; KUTA, Salt Lake City, Paris Dept. Store; KGHL, Billings, Mont., Russell Miller Milling Co.; KECA, Los Angeles, Sontag Drug Stores; KFSD, San Diego, First Federal Savings & Loan Assn.; KJR, Seattle, Fischer Flouring Mills, and WINN, Louisville, Ortel Brewing Co.; KOH, Reno, Federal Outfitting Co.; WFMJ, Youngstown, White Drug Stores, and KFRU, Columbia, Mo., Central Dairy and LaCrosse Lumber Co.

"They ALWAYS fly like that in MY territory!"

Adv.

Coast Blue Pushes Package Programs

Regional Productions Slated To Dominate Activities

GREATER EMPHASIS will be placed on selling the 13 basic Pacific Coast Blue Network Co. stations as a unit to advertisers, it was indicated by Don E. Gilman, western division vice-president, in announcing packaging of a dozen programs for exclusive West Coast regional sponsor consideration.

While the Blue Network's Hollywood program department will continue to build shows for transcontinental sale, he said its main emphasis would be on packaging and showcasing programs for regional advertisers.

Others to Come

First three of these dozen programs to be showcased were inaugurated within the past few weeks on the Pacific Blue. They are a six-weekly quarter-hour evening news commentary, *Let's Talk Over the News* with Clete Roberts; *Tune-Out Time*, an amateur hour program which ran 80 weeks on KECA, auditioning more than 25,000 persons and running up the highest Hooper rating ever achieved by a local sustainer in Los Angeles; and the weekly half-hour *Your Blind Date*, an all-girl show with Frances Scully as mistress-of-ceremonies, which is slanted to service men and their families.

Other shows, many of them which have proved their audience and sales possibilities on a local basis for Pacific Coast affiliates, will be showcased within the next 60 days, according to Mr. Gilman, who declared that "The appointment of program directors of all affiliates to the regional network's program board will greatly facilitate release of Pacific Blue 'for sale' shows and the presentation of locally-proved programs on the network."

Western Air Maintains Ad Budget Despite War

RADIO along with other media will continue to be used by Western Air Lines during 1942 with "no curtailment" in advertising plans because of the war, stated Thomas Wolfe, vice-president in charge of traffic and advertising, in mid-March when he announced appointment of West-Marquis, Los Angeles agency, to service the account.

"There will be no reduction in the advertising schedule of Western Air Lines because of the war," he said. "Now more than ever before, airlines are serving national defense. It is of prime importance to keep military authorities, Government officials and business men informed of the fast service provided by air transportation." Besides radio, schedule will continue to include newspapers, trade papers and outdoor advertising.

BURN-SMITH Co., station representative in New York, has moved from 9 E. 40th St. to 551 Fifth Ave. The new telephone number is Murray Hill 2-3124.

Radio Advertisers

PARAMOUNT THEATRES, Hollywood, to announce opening of the new Hollywood Paramount Theatre, and showing of the film, "Reap the Wild Wind", in an intensive 19-day campaign which ends March 30, is sponsoring a heavy schedule of daily spot announcements on 10 Southern California stations. List includes KHJ KFI KNX KGFJ KFAC KIEV KMTR KFVD KFOX KGER. Agency is Buchanan & Co., Los Angeles.

RAINIER BREWING Co., San Francisco, in a 39-week campaign starting March 23 will utilize six live announcements per week on each of 11 California stations. List includes KFRC KFBK KMJ KPMC KIEM KVEC KFSD KXO KTMS KNX KHJ. Buchanan & Co., Los Angeles, has the account.

VALMONT Co., of Canada, Walkerville, Ont. (Anacin, Kolynos), is using 22 Canadian stations, with transcribed programs featuring *Easy Aces, Don Juan of Song, Front Page Farrell, Our Gal Sunday*, and announcements. Account was placed by Blackett-Sample-Hummert, Chicago.

EDWARD HAWES & Co., Toronto (floor wax), has started a test announcement campaign on CFPL, London, Ont. Account was placed by A. J. Denne & Co., Toronto.

DODDS MEDICINE Co., Toronto, has started daily spot announcements on CKCA, Kenora, Ont., and twice-weekly spots on CJOR, Vancouver. Account was placed through A. J. Denne & Co., Toronto.

General Mills Spots

GENERAL MILLS, Minneapolis (Wheaties), has placed transcriptions of *Guiding Light* weekday serial, on 25 stations on a spot basis. Program is heard on 28 NBC stations, Monday through Friday at 2:30-2:45 p.m. NBC-Chicago Radio Recording Division is cutting the transcriptions. Agency is Knox-Reeves Adv., Minneapolis.

NEDICK'S STORES, New York (refreshment stands), on April 15 will start 26-week sponsorship of *Today's Baseball*, Bert Lee's quarter-hour reenactment, starting its sixth year on WHN, New York. The company also has renewed its daily news period on WHN. Agency is Weiss & Geller, New York.

JOHN PUHL PRODUCTS, Chicago (Little Boy Blue blueing and Fleecy White bleach), has started *The Deacon* on WGN, Chicago, Monday through Friday quarter-hour of homespun philscophy and poetry readings by Howard Hoffman. Cecil & Presbrey, New York, is agency.

Salesmen's Bikes

BICYCLES have been added to the KOY, Phoenix, salesmen's kits as essential equipment for the war duration, according to Jack Reilly, general manager. Account executives John Hogg, Pat McCallion, Bud Gillen and Carlos Montano have each been supplied with a bicycle and daily pedal their way to and from work. Station's special events department is planning an account executive's bike race whereby contestants will ride to town, pick up a signed time contract and return to their headquarters.

CAMPBELL FINANCE Co., Toronto (small loans) has started transcribed spot announcements on 20 Canadian stations. Account was placed by Ronalds Adv. Agency, Toronto.

PLANTER'S EDIBLE OIL Co., San Francisco (peanut oil), on March 23 starts using six weekly participations in *Kirkham's Newspaper of the Air* on KOIN, Portland, Ore., and one week later in addition starts sponsoring a five-minute program of recorded music three times per week on that station. Contracts are for 13 weeks. Agency is Raymond R. Morgan Co., Hollywood.

IMPERIAL CREDIT Co., Chicago (personal loans), has started local sponsorship of *News Here & Abroad*, quarter-hour newscast by William Hillman and Ernest K. Lindley on the BLUE, Monday through Friday, on WCFL, Chicago. Account was placed direct.

Philco Plans

PHILCO Corp., Philadelphia (radio, television, air conditioning and refrigerator manufacturers), has assigned Sayre M. Ramsdell Associates, new Philadelphia advertising agency, to prepare a campaign to be released early in May. It is the new agency's first account and local and national media will be used.

When you think of SPOTS... think of John Blair!

JOHN BLAIR & COMPANY
NATIONAL STATION REPRESENTATIVES
CHICAGO · NEW YORK · DETROIT · ST. LOUIS · SAN FRANCISCO · LOS ANGELES

HAVE MacPHAIL SEND ANOTHER SECTION OF BLEACHERS

NOT the least of Mr. Diggs' troubles is his radio advertising in the Great Northeast. Mr. Diggs manages Delectable Foods, Inc., and he sees a valuable market in the prosperous farm-homes of the region and in such humming industrial cities as Albany, Schenectady, Troy, Utica, Binghamton, Poughkeepsie, Kingston, Pittsfield, Burlington.

Mr. Diggs believes strongly in selling by radio. But there are so many stations! So much business to take care of! Station representatives form a conga line to his door.

Coming onto the scene, one station representative says:

The solution is easy. You could cover the entire market of Eastern and Central New York and Western New England with just one station—WGY. WGY can do all of the job and do it well, because it is

★ the nation's first 50,000-watt station,
★ the area's only 50,000-watt station,
★ the area's only NBC Red station,
★ the area's only 20-year-veteran.

THE ONLY MUST STATION IN THE GREAT NORTHEAST

GENERAL ELECTRIC
WGY
50,000 WATTS
SCHENECTADY, N. Y.

Represented Nationally by NBC Spot Sales Offices

New York · Chicago · Boston · Washington
Cleveland · Denver · San Francisco · Hollywood

WDRC
CONNECTICUT'S PIONEER BROADCASTER
THE WINNER!
In Connecticut's First Market, WDRC has the winning combination of coverage, programs and rate! Check the facts and figures, or write us and we'll give them to you. WDRC, Hartford, Basic CBS for Connecticut.
CBS
15

Merchandising & Promotion

Carving Contest—Magic Bag—Fan Criticism
Employe Panel—Free Marmalade

PROMOTIONAL campaign is being carried out by Miles Labs., Elkhart, Ind. (Alka-Seltzer), and *Science & Mechanics* handicraft hobby magazine, Chicago, in connection with the magazine's *Lum & Abner* wood carving contest, built around the program heard live and transcribed on 188 stations.

Prizes are being furnished by 55 of the magazine's advertisers, and current *Lum & Abner* programs announce the contest for the best carved figures of the two leading characters. Window displays and direct mail announcements by the contest sponsors tie in with the program. In turn, salesmen for Alka-Seltzer are introducing the magazine to new outlets throughout the country.

* * *

Talent Search

TO PROVIDE Fred Allen with a talented representative of the U of Cincinnati, WCKY there is carrying on an extensive search through promotion. Signboards throughout the city are already announcing the talent search. On-the-air promotion begins March 23 and John Rider, Allen's personal representative, will be honored at a reception for newspaper men on April 6. Al Bland, production manager, and Rex Davis, chief announcer, will assist in the auditions to be held April 8. The three finalists selected will be heard over WCKY on April 9 and a student poll the following day will determine the winner. The university's finalist will appear on Allen's broadcast of April 26.

* * *

Mandrake's Tricks

POPULAR radio serial, *Mandrake the Magician*, off the air for some time, is returning in transcribed form on WINS, New York, March 23, to be heard Monday, Wednesday and Friday at 6:45 p.m. To promote the program, WINS last week sent out a "Mystery Bag" of tricks, games, and novelties, similar to that received by the some 300,000 boys and girls in the metropolitan area, who are members of the Mandrake Club.

* * *

People's Choice

PERSONALIZING plugs, WKZO, Kalamazoo, calls people chosen at random from the telephone directory each day for comment on their favorite program feature. Once obtained it is used on the air to promote the particular feature, giving the person's name and address.

On to Tokyo!

RELEGATING post mortems to a secondary position and emphasizing future action, WLW, Cincinnati, has placed a new war slogan at the bottom of its publicity releases—"Forget Pearl Harbor—Let's Get Tokyo!"

Chicago Competition

WBBM, Chicago, is holding its annual Boy's Radio Guild Competition for groups of young actors in cooperation with the city's boys clubs and the Radio Council of the board of education. Urban Johnson, sound effects director of WBBM, and Albert Crews, radio instructor of Northwestern U, spoke on production problems at an opening conference of group coaches March 9. Judging of dramatic productions will start April 15, and winners will be heard on a broadcast May 18, each group with its own sound effects staff and director.

* * *

Store Forum

TO ACQUAINT its 3,000 employes with store radio merchandising, Lit Brothers, Philadelphia department store, held a special radio forum March 13. Sponsoring 18 periods a week on WFIL, the highlights of each radio program were presented in the form of a skit. All talent and announcers appearing on the programs participated in forum. Store officials pointed out the selling job intended for each of the programs. It was felt the presentation would make each employe and his friends regular listeners to store programs.

* * *

Jar of Marmelade

A REMINDER to northern time-buyers by WTSP, St. Petersburg, that it had opened new studios in Tampa, was a 10-oz. jar of orange marmelade bearing the label "The Sweetest Coverage Ever Sold!", mailed to 125 northern agencies. The new WTSP studios are located in the Hillsborough Hotel.

* * *

Window Miniatures

MINIATURE window displays are available to participating sponsors of *WBTA Kitchen of the Air* which can be adjusted to feature the specific product advertised on the Batavia, N. Y., station. Companies also have the privilege of inserting direct mail pieces in the recipe lists which WBTA send out weekly to a permanent mailing list.

TIRE SERIAL NUMBERS
Front Left | Front Right
Rear Left | Rear Right
Spare | Spare
Provided as a Public Service of
KMOX St. Louis

When driving to and from work—listen to these
KMOX News Programs
TO WORK
6:30 a.m. Charley Stookey News
6:55 a.m. Headline Highlights
7:00 a.m. The World Today cbs
7:45 a.m. War News
FROM WORK
5:00 p.m. War Roundup
5:45 p.m. The World Today cbs
For other KMOX and CBS news programs stay tuned to 1120 4:30 a.m. to 1:30 a.m. daily.
THE VOICE OF ST. LOUIS • 1120 ON YOUR DIAL

PROTECTING listeners from tire thieves, KMOX, St. Louis, is distributing several hundred thousand windshield stickers with space for listing of tire serial numbers. Measuring 2¾ x 4 inches, it is attached to the windshield above the city license with space as shown for serial numbers. Back side of the sticker (below) has a promotion message. The idea was originated by Tom Rooney, director of sales promotion.

* * *

Kansas Alley

LATEST item from the trinket department of WIBW, Topeka, is a tiny replica of a bowling pin. This time WIBW says: "Selling your products, merchandise or services is right down our alley."

Meet the Staff!

ADVERTISER and agency executives were given a novel introduction to the staff of KGO, Blue San Francisco outlet, at a recent informal luncheon. While guests remained at their tables throughout the luncheon, KGO staff members staged a table-to-table greeting enabling the advertising men to personally meet and chat with practically the entire staff. Station Manager Bill Ryan presided. A second get-acquainted luncheon was held in Oakland a few days later.

HIT PARADE
Here We Come!
"Memory of This Dance"
"A Little Bell Rang"
"They Started Something"
BROADCAST MUSIC, Inc.
580 Fifth Ave. • N. Y. C.

U.P.
THE MARK OF ACCURACY, SPEED AND INDEPENDENCE IN WORLD WIDE NEWS COVERAGE
United Press

Farm purchasing power in WIBW's 6-state market hits a 20-year high. We are the dominant sales force in this area. 'Nuf said!
WIBW The Voice of Kansas in TOPEKA

SPARTANBURG, S.C.
WSPA DELIVERS THE ONLY SATISFACTORY CBS SIGNAL IN SOUTH CAROLINA'S TOP MARKET
5,000 W DAY 1,000 W NIGHT 950 KC COLUMBIA AFFILIATE
HOME OF CAMP CROFT
REPRESENTED BY GEORGE P. HOLLINGBERY CO.

Studio Notes

WTAG, Worcester, to safeguard personnel and property in the event of an air raid, has appointed departmental wardens to act as liaison men, assisting in direction of work of fire fighting crews and supervising transfer of employes to appointed refuge floors. Herbert L. Kreuger, WTAG market researcher is defense coordinator for WTAG and affiliated papers, the *Worcester Telegram* and *Evening Gazette*.

KWVA, Wheeling, on April 6 will launch its 10th *Annual WWVA Jamboree* on a road show to play Youngstown and Steubenville, O., and Washington, Uniontown, Ambridge and Vandergrift, Pa. The road show will consist of 30 entertainers from the WWVA staff.

WDRC, Hartford, responding to the NAB plea for stations to "sell the people the war production program, has started a series featuring prominent Connecticut officials who outline the state's war production effort.

WJSV, Washington, following the 400th consecutive broadcast of its *Labor News Review*, claims the labor program to be the oldest of its kind. Founder of the program was Albert N. Dennis, writer and editor, who still is conductor. Guests, including many of Washington writers and government heads, appear regularly.

WFMJ, Youngstown, dramatized the adventures of Anthony J. Pastula, of Youngstown, and two other Navy flyers who drifted in a rubber boat for 34 days after their bomber had been forced down at sea. At the conclusion of the play, Mr. Pastula's mother was interviewed by Tom McKee, WFMJ newscaster.

TO HANDLE the increased volume of news resulting from the war, WOR, New York, has reorganized its news facilities. The new set-up includes two news studios, a control room for overseas pickups and a large newsroom.

KHSL, Chico, Cal., recently finished construction on its new transmitter building and its directional tower is nearing completion.

KTUL, Tulsa, has formed its own speakers bureau composed of staff members who appear before any interested organization gratuitously and discuss radio. Participating are Wm. E. Gillespie, general manager; Carlyle Stevens, continuity editor; John Esau, sales promotion manager; Jack Hoffman, program director.

VICTORY GARDENS are the basis for a new weekly broadcast on KDKA, Pittsburgh, started March 14. Broadcasts are by Don Lerch, farm director, to aid amateur gardeners in developing crops designed to help in the war effort. A typical garden, located on the grounds of the Hotel Schenley, Pittsburgh, is maintained by KDKA and the hotel for the benefit of the general public.

KOA, Denver, is using the employe suggestion system of NBC New York, which allows staff members to submit constructive ideas to a special station committee. If accepted, the employe receives a cash award.

WTMJ and W55M, Milwaukee, are installing sound equipment in their future new home, Radio City. Daniel W. Gellerup, chief technical supervisor, is studying the preliminary layout worksheets.

KFEL, Denver, during the week of March 16 broadcast the National AAU Basketball Tournament in that city. The semi-finals and finals of the tourney were carried on MBS. KFEL and A. B. Hirschfeld Press, sponsor of the broadcasts, cooperated with the Treasury by presenting a Government "Minute Man" urging purchase of defense savings bonds and stamps between halves of the games.

FIRST BOND in the Buy-a-Bomber campaign conducted by Chattanooga's Lions Club is purchased by Helen H. Patterson, wife of the owner and general manager of WAPO, from Eugene Harrell, of the Pioneer Bank. Mrs. Patterson, who is publicity director of WAPO, is on the campaign committee.

WOR, New York, has announced that its coach-and-four, trotted out for Easter Sunday parades for the last four years, will not appear this year or for the duration. Dave Driscoll, WOR director of special events, said that the annual display was felt by WOR executives to be out of keeping with the nation's war efforts. Prominent stars of radio and theatre as well as New York socialites have been featured on the WOR broadcasts from the coach.

WNAX, Yankton, S. D., to acquaint members of the various departments of the station with the work of the other departments has started a monthly discussion group in which all employes participate. Typical of the discussions is the recent one conducted by Luther Hill, general manager for the Cowles stations, who discussed radio and national defense and gave a report on his recent trip to Washington. Another was conducted by Clif Todd, chief engineer, on the recent meeting of the National Institute for Radio Engineers.

OREGON'S PART in the war effort is aired over KOIN, Portland, with *The State of Oregon Reports*, new weekly series heard each Friday night. Governor Sprague was the first speaker. Subsequent programs will feature other officials.

WLOK, Lima, O., through Frank Heibeck, program director, staged a patriotic tableau as a feature of an annual minstrel show put on by a local businessmen's organization. Recruiting officers from the service branches, representatives of the Red Cross, Boy Scouts and Girl Scouts participated.

DEFENSE jackpot was recently organized by Peter Arnell, announcer of WJLS, Beckley, W. Va., to promote the sale of bonds and stamps. A total of $300 was given away and approximately 200 people were recipients of defense stamps. Local postal authorities credit the show with greatly stimulating defense sales.

BLUE

IS YOUR BEST BUY IN KANSAS CITY

John Pearson, Representative

Basic Blue Network

5000 WATTS KCMO 1480 ON YOUR DIAL

FAST coverage was given March 16 by WWVA, Wheeling, in reporting the crash and sinking of the tow-boat *Katie Lyons* at Benwood, W. Va. At 4:22 p.m., seven minutes after the boat struck a bridge pier and sank, WWVA broadcast the first bulletin. At 4:30 p.m., a brief story of the accident was aired, and at 4:45 p.m., the first complete story was given on a regularly scheduled newscast of local events.

KMOX, St. Louis, has started a morning program of information on strange facts, happenings and figures, with Guy Runnion as commentator.

PROMOTING a new women's wardrobe styled by Vogue and sold by a Greenville department store, WFBC, Greenville, S. C. keyed a description of the affair for the Blue Ridge network.

TAGGING all announcers as "radio minute men" WDRC, Hartford, Conn. has ordered them to urge bond buys on every program asking the listeners to call the station and pledge their purchases. Names and addresses are turned over to a bank in the same building where the bonds are made ready for the pledgee.

'Barn Dance' Fans

CHALKING UP $662,000 cash for 1,037,742 paying spectator-fans, *The National Barn Dance* celebrated its ten-year-run in the Old Hayloft, The Eighth Street Theater, Chicago, March 19. Two recent Saturday night audiences numbered fans from 447 towns in 34 States, Canada and England. The original WLS *Barn Dance* started 18 years ago, but moved in 1932 to the theater where two shows are presented each Saturday night.

LOOK
TO
LINGO
FOR AM-FM
Lingo AM and FM radiators are creating new performance records throughout the broadcasting field. Improved designs and exclusive features are responsible for their high efficiency, unexcelled stability and low maintenance cost.
LOOK TO LINGO—for proven, factual information on modern antenna systems.
LINGO
VERTICAL
TUBULAR STEEL
RADIATORS
JOHN E. LINGO & SON, INC., CAMDEN, N. J.

NEWS MAN WANTED

by WHO Des Moines

For rewrite work, with good voice capable of relieving regular news broadcasters on air when necessary. Prefer young man, married, with one or more dependent children, experienced in handling radio news (newspaper experience not necessary) college graduate preferred.

If connected now with radio station, approval of station manager desirable before closing deal.

Send detailed written application to

Jack Shelley, News Editor

WHO

Des Moines, Iowa

Radio Articles Feature Several Recent Issues Of National Magazines

FOUR articles about or by radio folk, carried in three successive issues of the *Saturday Evening Post*, provide a testimonial to radio's growing stature as a source of magazine material.

Eric Sevareid, former CBS correspondent in Paris, now attached to that network's Washington news staff, is author of "Where Do We Go from Rio", to appear in the March 28 issue. He attended the recent Pan American Conference at Rio de Janeiro as the network's special correspondent.

The March 21 issue carried an article titled "The Barber of Brooklyn" by Richard G. Hubler, a personality sketch of "Red" Barber, the WOR-MBS sportscaster.

An article in the March 14 issue titled "They Call It Misery Hill" by Martin Sheridan tells the story of the scientists and weathermen stationed atop Mt. Washington in New Hampshire where the Yankee Network's FM outlet is located; also the weather observatory partly maintained by Yankee. In the same issue Mark and Maxine Finley, the former Don Lee-Hollywood publicity director now in the Army, are authors of an article titled "Twenty-Four Hours to Asia".

The March *Readers Digest* also leads with an article by a radioman, Cecil Brown, roving CBS war correspondent. His "Stand by for Torpedo," recounting his experiences aboard the torpedoed British battleship *Repulse* and originally carried in *Collier's*, is digested in that edition.

REPRESENTING the first time that a news wire has been installed in either of Wisconsin's two State-operated stations—WLBL, Stevens Point, and WHA, Madison—the former station has contracted for an AP wire. WLBL, established 18 years ago, broadcasts daily market news throughout the State over the Wisconsin Network.

POWER!

—WHERE POWER COUNTS MOST

WLAC

NASHVILLE, TENN.

soon going to

50,000 WATTS

REPRESENTED BY
PAUL H. RAYMER CO.
★
J. T. WARD, Owner
F. C. SOWELL, Manager

AMERICAN RADIO IS BETTER

But Those Abroad Wish Signals Were Stronger; U. S. Should Send Over Radiomen

EDITOR'S NOTE—This personal letter was received by a member of the staff of BROADCASTING *from Jim Sims, formerly an engineer with Texas stations who was one of the first radiomen to sign up for duty in England with the Civilian Technical Corps. Dated Jan. 30 and passed by the British censor, it contains some interesting observations on wartime radio in England, particularly with respect to the British reaction to American shortwave programs. Mr. Sims also advances a pertinent suggestion that U. S. broadcast men accompany our forces overseas, following the example of the Canadian Broadcasting Corp.*

HAVE BEEN receiving BROADCASTING all OK—thank Gawd. Now I pass it around to all the boys in the RAF to show them what a real system of broadcasting looks like. I have had an opportunity to study broadcasting under the Government method and now appreciate more than ever the system employed in the States.

Americans Are Spoiled

I have been reading comments in BROADCASTING concerning suggestions for Government control and operation of radio. Well—I am afraid the American people have been spoiled. They would never tolerate any other method than that which they have right now. This isn't casting any reflections on the BBC, but to the Americans over here it has proved a big disappointment.

I have been conducting a "one-man poll" and find that Britishers are to a large extent dissatisfied with the BBC. For one reason, programs lack freshness and entertainment value. The Jack Benny and Bob Hope shows are very popular over here. Of course, commercials are cut.

The American idea is definitely favored by English listeners. The program schedule of Broadcasting House could undergo a thorough revision and come out the better for it, I think.

The only objection to the American system that the Britisher has is that he dislikes listening to programs burdened with commercial continuity. He has the idea that our big shows are interrupted every few minutes with long blurbs on the product being sold. This idea has been taken from the movies that occasionally burlesque the studio side of broadcasting.

When told that this is not the case and that advertisers have learned it pays to restrict commercial continuity as much as possible, the Englishman will brighten up and will in most cases favor the commercial system. It appears that some form of commercial broadcasting will appear in this country after the war. It most certainly will stimulate the BBC programming staff and will pry the restricting bars of English tradition from modern broadcasting.

A peaceful condition exists at present on the broadcasting airlanes over here. Not much jamming and both sides seem to be minding their own frequencies. Perhaps I am wrong but it seems to me that both sides also are "missing the bus" with regard to this business of propaganda. You don't bother to listen to a station unless it has programs that appeal.

German propaganda stations endeavor to attract listeners by playing dance tunes and putting on shows that appeal to the German taste. That is all well if you want to entertain a German. But the same doesn't apply when you are trying to peddle Nazi propaganda to an Englishman. In particular, I was surprised at the ineffectiveness of "Haw Haw" Joyce, the English "convert" who skipped over to Berlin. He seemed to me to be extremely naive in his method of propaganda and of little use to Goebbels' propaganda setup.

Weak U. S. Signals

Rather disappointing is our own American shortwave reception in this country. The signal strength of the various shortwave American transmitters is very low over here. I believe our international service could be improved greatly.

American news commentators are very popular here. But the U. S. could certainly be represented more than it is at present on the BBC. Canada has its own announcer over here in the form of Gerry Wilmot. Now that American troops have arrived on this side, why don't we have an American staff of experienced broadcast men to represent the U. S. Forces on the BBC? I am quite sure that our soldiers and men serving in the various organizations devoted to the war effort would appreciate very much the results obtained. . . .

Incidentally, not much doing over here with regards to enemy activity. Of course, now and then on a clear day we do get a few shells from Jerry's guns across the way. At present I am about 20 miles from the coast of France. The other night I was restfully reclining on my cot absorbed in an editorial in the latest issue of BROADCASTING. Out of the night came a couple of shells that landed rather close. However, it still wasn't enough to pry me loose from my favorite reading matter. BROADCASTING Magazine is right in there, doing "front line service".

Cheerio for now.

A BOOM TOWN
WITH 270,000 FOLKS
Bent on Munition
Manufacture in
America's 52nd Market

WIBX

UTICA, NEW YORK
"The Voice of the Mohawk Valley"
and
"The Middlelink in Columbia's Chain from the Hudson to the Great Lakes"

New Rate Card Issued For WABC, New York

RATE CARD No. 15, dated March 1, 1942, has been released by WABC, New York key of CBS. Daily rate for Class A remains at $1,350 per hour for the 6:30 p.m. to 10:30 p.m. period. Changes include the listing of Sunday afternoon as Class B instead of Class C, showing a slight increase in Sunday afternoon rates.

Hourly rate for Class B per day is $1,000 from 6 to 6:30 p.m. weekdays and 12 noon to 6:30 p.m. Sundays. Daytime rates are now classified as Class C, covering 9 a.m. to 6 p.m. weekdays, 9 a.m. to 12 noon Sundays, 10:30 p.m. to 12 midnight daily. Hourly rate is $675. The D group is now midnight to 1 a.m. and 6 a.m. to 9 a.m., hour rate being $500. The new 1 a.m. to 6 a.m. period, listed at $150 per hour, is titled Class E, the only classification for which spot announcements are permitted. Rates for them are $25 for onetime live or transcribed one-minute announcements and $20 for 100 words.

Present advertisers are, as usual, protected for one year, provided they continue their present service without interruption. They are not protected, however, on additions to their present schedule.

Bivens for Douglas

BILL BIVENS, former announcer and advance man for the *Vox Pop* program, sponsored on CBS by Emerson Drug Co., has been named announcer for the NBC *Fred Waring Pleasure Time* program, heard five times weekly for Chesterfield cigarettes. Mr. Bivens, at one time chief announcer of WFBC, Greenville, S. C., and special events announcer of WJSV, Washington, succeeds Paul Douglas, freelance announcer, who has worked for nine years on network programs sponsored by Liggett & Myers Tobacco Co.

KECA EARLE C. ANTHONY, INC.

790 KC • 5000 WATTS DAY AND NIGHT

LOS ANGELES • BLUE NETWORK

Ask your Agency to ask the Colonel!

FREE & PETERS, Inc., National Representatives

Social Utility Cited As Radio Influence

Ramsey Tells of Fast Growth Of Factor in Recent Years

ADD another "S"—Social Utility to the lexicon of radio.

So suggests William McCreary Ramsey II, director of radio advertising of Procter & Gamble Co., in an article titled "The Three S's" in the March 7 *Saturday Review of Literature*, first of a series of special editions to be published by that periodical linking literature to America at war.

The edition is edited by Edward L. Bernays and carries reviews and comments on books pertaining to "the great strategy of psychological warfare".

Observing that as of last Dec. 8 radio, precocious infant, long in adolescence, suddenly came of age," Mr. Ramsey writes:

"To Showmanship and Salesmanship was added another and more important 'S'—Social Utility.

"It is noteworthy in glancing over the field of radio literature that recognition of the third 'S' has been a steadily growing factor in recent years. Especially rich in that respect were 1941 and the early part of 1942."

Suggested Reading

He recommends reading of the six studies reported in a volume titled *Radio Research, 1941*, edited by Dr. Frank Stanton, CBS research director, and Dr. Paul Lazarsfeld, director of the Columbia University Office of Radio Research.

Also recommended by Mr. Ramsey are Hadley Cantril's *Invasion From Mars;* Charles J. Rolo's *Radio Goes to War;* Norman Corwin's *Thirteen By Corwin*, and the book of broadcasts published by the British Broadcasting Corp. under the title *My Name Is Frank.*

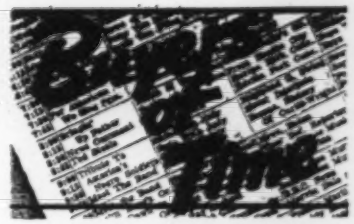
Another contributor to the edition is Burnet Hershey, WMCA commentator and president of the Overseas Press Club who, under the title of "They Pointed the Way", discusses the foreign correspondents and columnists who sounded the alarm when Adolph Hitler appropriated the German state.

N. Y. Case Dismissed

ACTING on a request for withdrawal by the applicant, the FCC last Tuesday dismissed the application of Yankee Broadcasting Co. Inc., New York, which had sought a new station on 620 kc. with 1,000 watts fulltime. Principals are Joseph B. Mariani, exporter and manufacturer of pharmaceutical products, advertising consultant and realtor, and his wife, Ophelia.

Pabst Hockey Playoffs

FOR THE third consecutive year, WHN, New York, starting March 22 is carrying the Stanley Cup ice hockey playoffs, under sponsorship of Pabst Brewing Co., Chicago. Bert Lee and Dick Fishell will announce. Agency is Lord & Thomas, Chicago.



DON HENSHAW

DON HENSHAW, time buyer at Walsh Adv. Co., Toronto, is probably the only American-born naturalized-Canadian in the broadcasting industry in the Dominion.

Don first saw the light of day 40 years ago in a small Michigan town, and as an infant went to Miami, Fla., with his parents. There he was brought up and educated till he went to Tennessee Wesleyan, Syracuse and Yale universities. Before he had finished university work he was making lectures, and as lecturer he first met radio during a church speech in 1922, when unknown to the young speaker his talk went out over WGY from a church in Schenectady. Followed more lectures which were broadcast, and in 1926 he started football play-by-play reports on WQAM, Miami. He moved with dramatic shows to WIOD, Miami, in 1932 became studio manager there and worked on NBC commercial winter shows from WIOD.

An invitation in 1934 to assist in the broadcasts for Toronto's Centenary brought him to Canada, where he was invited to stay by the Canadian Radio Broadcasting Commission, predecessor of the Canadian Broadcasting Corp. He produced numerous dramatic shows for the CRBC, including *Forgotten Footsteps* and *Up-to-the-Minute Program.* In 1936 he joined A. McKim Ltd., Toronto agency, to form a radio department, and while there handled shows for O'Keefe's, Junket, Brown's Bread, Purity Flour, Red Rose Tea, Ovaltine, and other food products. He pioneered in exclusive station representation, and station promotion for commercial network and spot broadcasts. His most important station promotion contest while with McKim's was for Western Canada Flour Mills recorded show *Cavalcade of Drama* in 1940.

Shortly after the outbreak of war he began production for the CBC the weekly show *Carry On Canada* which is still on the air. In February, 1941, he joined Walsh Advertising as time buyer, and his first major effort there was the *Ontario Show*, a tourist attraction weekly variety program for the Ontario Government over 50 CBS stations, first Canadian commercial show to place on an American network. The 1942 *Ontario Show* is being carried on 50 Blue stations.

When not busy in the office or at a studio Don, who is married, teaches public speaking, plays golf.

Adam Fights on Blue

NON-TITLE heavyweight bout between Melio Bettina and Gus Dorazio in Philadelphia March 31 will be broadcast on 100 Blue Network stations at 10:30 p.m. under the sponsorship of Adam Hat Stores, New York. Adam Hats also sponsored the broadcast of the 10-round lightweight bout between George Latka and Petey Scalzo, at 10 p.m., March 20, on Blue Network Pacific Coast stations. Agency is Glicksman Adv. Co., New York.

AGENCY Appointments

BARKIN, LEVIN & Co., New York, to Sterling Adv. Agency, same city, using radio, magazines and newspapers.

AMERICAN HOTEL ASSN., New York, to John Falkner Arndt & Co., Philadelphia, handling all advertising except Pacific Coast which remains with Lord & Thomas, San Francisco.

FIDELITY MUTUAL LIFE INSURANCE Co., Philadelphia, to Aitkin-Kynett Co., Philadelphia.

JUSTRITE MFG. Co., Chicago, to N. W. Ayer & Sons, Chicago.

VADSCO SALES Corp., Long Island City, to Pettingell-Fenton, New York, for Djer-Kiss & Mavis Beauty Products.

VITAMINS PLUS, Inc., New York, to Morse International Inc., N. Y.

ADAM SCHEIDT Co., Philadelphia (Valley Forge beer), to Carter-Thomson, Phila-delphia.

GRETZ BREWING Co., Philadelphia, to Seberhagen Inc., that city.

CATZ-AMERICAN, New York (mate), to Al Paul Lefton Adv. Agency, Philadelphia.

HOUSE of Hollywood, Los Angeles (cosmetics), to Eugene F. Rouse & Co., that city. Currently using newspapers and magazines, with national radio contemplated.

CALIFORNIA Aircraft Institute, Los Angeles (aircraft, welding school), to Hillman-Shane-Breyer, that city. Currently using, in a Southern California test campaign, five and thrice-weekly participations in *Rise & Shine*, on KHJ, Hollywood, and Al Jarvis' *Make-Believe Ballroom* on KFWB, that city, respectively, as well as sponsoring a quarter-hour of recorded music on KIEV, Glendale, seven times per week.

COL. CHAMBERLIN'S Defense Trade Schools, Newark, to Stewart-Jordan Co., Philadelphia. Will use radio and newspapers.

DOUGHBOY MILLS Inc., Richmond, Wis. (cereal), to Arthur Towell Inc., Madison, Wis. Using radio, magazines, and farm papers.

WWL
NEW ORLEANS
50,000 WATTS
The Greatest Selling POWER
in the South's Greatest City
CBS Affiliate
Nat'l Rep. - The Katz Agency Inc.

Columbia's Station for the
SOUTHWEST
KFH
WICHITA
KANSAS
Call Any Edward Petry Office

The Northwest's Best Broadcasting Buy
WTCN
BLUE NETWORK
MINNEAPOLIS ST. PAUL
Owned and Operated by
ST. PAUL DISPATCH PIONEER PRESS, MINNEAPOLIS DAILY TIMES.
FREE & PETERS, INC. — Natl. Rep.

WFBG
ALTOONA, PA.
• NBC RED
• BLUE NETWORK
• 250 WATTS
• FULL TIME OPERATION
• RAILROAD SHOPS ON FULL TIME SCHEDULE
WFBG provides the only full coverage of the Altoona trading area.

All-Out for War

(Continued from page 18)

technicalities of set production since the average set buyer could not afford all the latest developments.

It is expected by the WPB that practically all set manufacturers will get orders for communications equipment for the armed forces. However, it was added, in cases where companies have limited technical facilities, they will be utilized either for assembling work or turn to other war work such as assembling gas masks, machine gun clips, first aid kits, etc. Some radio cabinet makers, the WPB said, are already engaged in making tool kits, medicine cabinets and other necessities requiring wood work.

Subcontracting on Increase

Optimism for the smaller manufacturer was expressed by the WPB. "Subcontracting will spread with the increasing demand for more military equipment," it was said. Basis for the optimism was given in figures showing a rise in subcontracting over the past year from two subcontractors doing work valued at $5,000,000 to 22 subcontractors of complete sets with orders worth $90,000,000 on Feb. 1.

Indicating that a replacement and repair parts program is doubtful, the WPB said that "some parts and replacements will be available and a few sets, but not many [BROADCASTING, March 16].

"What this program means to the average man," the WPB said, "is that the old set will have to do for the duration." It was estimated that approximately 3,000,000 sets would be made available before the curtailment becomes complete.

Huge Parts Program

Tremendous increase in the volume of parts needed to assemble the communications equipment will be asked of manufacturers. This was indicated in schedules of tube manufacturing in past years and that set by the WPB for the war effort. WPB figures show that the tube output in 1940 was valued at $6,000,000 and was $11,000,000 last year. "This year," the WPB said, "with nearly 100% production for military and essential defense uses, the value may reach $90,000,000—more than an eightfold increase".

Continuously stressed in the WPB statement was the observation that manufacturers may have to drop many methods and techniques used in the manufacture of civilian receiving sets. "The radio on the parlor table resembles only slightly the equipment that the military services need for planes, ships, tanks and air raid warning systems," the WPB said. "The cheapest military receiving set costs about $75 while small models of civilian sets cost as little as $6".

Some Parts Eliminated

Also to be eliminated in the manufacture of military equipment will be transformers since military sets are operated by battery or by power units and loud speakers since military sets are for the most part fitted with earphones.

There will be less demand for tone controls and more demand for filters, the WPB said. Filters, it was said, are particularly needed for sets to eliminate static disturbances caused by jeeps, motorcycles, tanks and planes in which the sets are carried.

The WPB concluded that "with such a tremendous program ahead of them, the radio manufacturers have no time to lose in turning their energies to filling military orders. On the production lines of this industry depends, to a large extent, the success of the communications links that knit the land, sea and air forces into one unified fighting organization."

WHEN FRAZIER HUNT signed a contract to appear on world news broadcasts over the eight FM stations of the American Network, Dr. W. R. G. Baker, vice-president of the General Electric Radio & Television Dept. (left, seated) wielded the pen. Beside him is Jack Latham, executive vice-president of American Network. Looking on are (l to r) Edward Wilhelm, Maxon Inc.; Frazier Hunt; T. K. Quinn, Maxon Inc. president, and Harry Deines, advertising and sales promotion manager of the Radio Receiver Division of General Electric.

RADIO-ACTIVE CAMP
Reports 1,300 Programs Aired Last Year

SURVEY of radio activities at Camp Wheeler, Ga., discloses that nearly 1,300 programs have been broadcast from the camp during the past year. This is from a report made to the War Department's public relation division.

One year ago, *Camp Wheeler Reports*, weekly program covering training activities, was originated from the camp and heard over WBML and WMAZ, Macon. Prepared by Pvt. Harmon H. Hyde, former announcer and producer at WPRO, Providence, and Pvt. Arthur F. Schoenfuss, former engineer at WABC, New York. Another type of broadcast developed at the camp consisted of recordings by New England soldiers for rebroadcast to friends and families over WDRC, Hartford, Conn. Similar regional recordings were made for WINS, New York and WHBL, Sheboygan, Wis. Test recordings are being made for WBT, Charlotte; WPTF, Chattanooga and WCAE, Pittsburgh. Listener mail response to this type of program has been good according to Lieut. Thomas E. Perry, post public relations officer.

Quiz Goes to WOL

GUNTHER BREWING Co., Baltimore, whose *Quiz of Two Cities* has been on WFBR, Baltimore, and WMAL, Washington, for three years, changed the hookup and time March 18 to confine the program to two Mutual affiliates. WMAL has been replaced by WOL, Washington, and the time changed from 7 p.m. Fridays to 8:30 p.m. Wednesdays. WOL originates the program from the Wardman Park theatre, Washington. H. E. Hudgins Co., Baltimore, handles the account. Personnel and format are the same.

Falstaff Baseball

FALSTAFF BREWING Corp., St. Louis, has completed plans for play-by-play baseball of the home games of St. Louis Cards and Browns on KWK, St. Louis, and fed to WSOY, Decatur; WDWS, Champaign; WTAX, Springfield; WCAZ, Carthage, Ill.; KHMO, Hannibal, Mo. Company is also placing transcribed quarter-hour, *Justice Rides the Range*, western serial five days a week on approximately 27 stations in the Southwest. Blackett - Sample - Hummert, Chicago, is agency.

250 WATTS • 1400 KILOCYCLES
NEWS Every Hour on the Hour
WHBQ MEMPHIS, TENN.
NEWS—MUSIC—SPORTS

Gamble Challenges Arguments Against Proposal of 2% Agency Cash Discounts

EDITOR, BROADCASTING:

I have come to have such a high regard for your editorials in BROADCASTING that I am greatly disappointed with the one entitled "15-&-2% Stew," in your March 16 issue. It is full of inaccuracies.

For example, you speak of the cost of being "in the neighborhood of $3,500,000!" This presupposes that the cash discount is going to come off of the present rate, whereas we have advocated it on the basis of not costing anybody anything—the medium on the one hand, the advertiser on the other, or the agency in between. Our advocacy of the cash discount is not aimed or intended to reduce the net cost to the advertiser or the net revenue to the medium. Please get this straight. It is important. Your editorial aimed at the station owner's pocketbook may have a serious and unfair effect.

Another error: You say, "True, the bulk of newspapers and magazines recognize it, but radio, on an industrywide basis, never has." True, if you mean including networks. Untrue, if you mean the bulk of individual stations. At one time the majority of individual stations did allow cash discount. They have gradually elminated it, partly, according to statements to us, because the networks were looked on as leaders in the industry, and partly for other reasons.

Collection Stimulus

Another blow below the belt: "No one has suggested that the agency be penalized by, say, 2% (out of its 15% commission) if it doesn't pay for facilities by the 10th of the month," and I hope they won't. Because nothing could be more unfair and fall farther short of serving the purpose. The agency earns its 15% and should not have its compensation threatened as a collection stimulus. The cash discount enables the agency to collect promptly from the advertiser and thus pay the medium promptly in turn.

It is a standard principle of the advertising business that the agency collects before it pays. Otherwise, the agency business would require a banking side that would deter many able men from entering it for the good of advertising as a whole. When you suggest penalizing the agency for failure to pay promptly, you miss the whole point of cash discount, which is to stimulate the first payment which the agency must collect in order to pay promptly.

Another error related to the first point above: You say, "If the rate structure is out of kilter, then adjustments should be made, upward or downward, in rates and frequency discounts—not in commissions or rebates." The same answer applies as to your first point about cost. Cash discount is not designed to alter the rate structure, as I suggested above, I hope clearly.

In the next to the last paragraph, you say "this is no time to resurrect the controversy." This is no resurrection. Agencies have steadily advocated cash discount over a long period of time. Also, although you speak only of agencies in your editorial, advertisers likewise advocate the cash discount. The Assn. of National Advertisers has strongly urged it.

Most recently, some radio executives, who formerly could not see the need of cash discount in radio, have come to feel that it would be a desirable thing to do.

If your editorial had been accurate, had stated the case fairly, had given your readers a true picture of the cash discount and the agencies' and advertisers' position in relation to it, I would not mind your last paragraph urging station owners to "let their network headquarters know their pleasure in this matter," because there are plenty of fair-minded and intelligent station owners to whom the sound principles involved would appeal.

FREDERIC R. GAMBLE
Managing Director
American Assn. of Adv. Agencies
New York, March 16.

Monopoly

ELECTION results of the Wisconsin Rapids Junior Chamber of Commerce perhaps may justify monopoly charges against radio-newspaper combinations. Officers elected were: Bruce G. Beich, commercial manager of WFHR, Wisconsin Rapids, president; Program Director Bert Mulroy, vice-president; Harold Larson, advertising manager of the town's daily, secretary. Both the station and newspaper are under the same ownership.

FM Listener Survey

THE FM audience is composed of families in all income groups, the majority having three or more members to a family, or in other words typical radio listeners, according to a survey made by WOR, New York, for its FM station, W71NY. Results, published under the title *A Study of FM Listening*, reveal that most of these people are FM listeners because the programs sound better than those broadcast by standard stations; that the average listening time was 2 hours and 25 minutes a day; that music was their favorite kind of radio entertainment and that W71NY was their favorite FM station.

"My dear Bessie, no one in all the 40,126 farms in WFDF Flint Michigan's primary area can compare with you."
"Ferdinand! How you do pitch moo!"

365,000 people make the Youngstown metropolitan district the third largest in Ohio.

WFMJ

Has more listeners in this rich market than any other station.

Headley-Reed Co.
National Representatives

IF YOU SELL TO WOMEN★ this program was made for you!

"Let's Take a Look in Your Mirror!"

with STELLA UNGER

"Charm is a Woman's Business"—Stella Unger

★Department Stores, for instance—or Apparel and Fur Stores. Bakeries. Dairies. Home Furnishing Stores. Food Stores. Utilities. Drug and Cosmetic Retailers; Beauty Shops, or what-have-you—? Stella can get results for *you!*

HER "HOLLYWOOD HEADLINERS" was a tremendous success—sponsored by over 100 advertisers during 1941. And here's a show destined to be more successful still! Stella Unger aims at women through the most effective of all feminine appeals: the desire for beauty and charm. She tells each woman how to discover her *own* type of charm—how to find the key to her own personality—how to attain self-confidence, poise and happiness.

There are 156 five-minute programs in the series—can be broadcast 3 to 6 times weekly. Produced and recorded by NBC—headquarters for sales-building syndicated shows. Write for presentation, rates and availability.

NBC Radio-Recording Division
NATIONAL BROADCASTING COMPANY
A Radio Corporation of America Service
RCA Building, Radio City, New York
Merchandise Mart, Chicago • Trans-Lux Building, Washington, D. C. • Sunset & Vine, Hollywood

DEFINITELY "on-the-record" is the weekly half-hour NBC *Unlimited Horizons*, explained Judith Waller, NBC Central division director of public service programs, when in Hollywood recently conferring with executives on plans to make that series available to schools and colleges through the network's educational recording division. Supporting the idea are Thomas Rishworth (left), and Jennings Pierce who hold educational posts with NBC eastern and western divisions respectively.

WPAT Opens Studios And Offices in Newark

WPAT, Paterson, N. J., last week opened new sales offices and studios in the Hotel Essex House, Newark, according to Edward Codel, WPAT general manager. Henry L. Miller, of WDWS, Champaign, Ill., has been named WPAT program director, replacing Milton Bernard Kaye, resigned. He will be assisted by Ralph S. Silver Jr., who continues as publicity director. Steve Ellis, former chief announcer, has been appointed special events director.

Head of sales in the Newark and New York territory will be Lester R. Gerken, of WAAT, Jersey City. Tobias B. Flint, formerly of WPEN, Philadelphia, and WEVD, New York, and William Stanford, new to radio, have joined WPAT as salesmen in the same territories. Milton Flamm remains as national salesman in New York, while John E. Pearson of Chicago is national representative in the Midwest.

Anacin News

ANACIN Co., Jersey City, on March 24 will take over sponsorship of John B. Hughes, MBS West Coast news commentator, Tuesdays and Wednesdays at 10 p.m., using 79 Mutual stations for its headache powder. Blackett-Sample-Hummert, New York, is agency. To give listeners a six-weekly news period at that time, Mutual has revised its news schedule and is presenting Raymond Gram Swing Saturdays and Sundays in addition to his Monday and Thursday 10 p.m. period, sponsored by General Cigar Co., New York (White Owls). Hughes continues his five-weekly sustaining news analyses on Mutual, 12 noon-12:15 p.m.

CBS Signs Labor Pact For Shortwave Musicians

THREE-MONTH experimental contract covering musicians used on CBS shortwave programs has been signed with Local 802 of the American Federation of Musicians by Lawrence W. Lowman, CBS vice-president in charge of operations.

Based on a five-day working week for sustaining and commercial programs, terms provide for $65 per man, working three hours within five; $75 per man, five hours within eight; double pay for the leader, and a minimum of 10 men, including the leader. Single engagement rates call for not less than $12 per man for first hour or fraction thereof of each separate performance broadcast; $3 for every additional quarter-hour or fraction thereof, and $6 per man for each rehearsal with $1.50 for overtime quarter-hours.

Rubinoff Vindicated

IN A LETTER to BROADCASTING last week, Norman K. Durham of the Kiwanis Club, Louisville, took exception to statements made in the March 2 issue regarding an alleged walkout of Rubinoff, the violinist, scheduled to appear on the Feb. 19 MBS feature, *Mutual Goes Calling*, originating from WGRC, Louisville. All statements in the article were attributed to a letter sent to Adolph Opfinger, MBS service manager, by S. A. Cisler, general manager of WGRC.

Famous Fan

A LETTER arrived recently addressed to Kay Halle, commentator for the CBS Cleveland Orchestra series keyed from WGAR, bearing the letterhead of 10 Downing Street, Whitehall, London, England, and signed by Clemintine Churchill, wife of Britain's Prime Minister. Mrs. Churchill commented on the fine reception of the program in England and sent thanks that the United States was now an ally of Britain. The letter was mailed Feb. 12.

NBC Meeting

(Continued from page 14)

on program problems arising from the war and Frank M. Russell, Washington vice-president, reviewed the situation in that city, stating that all Government agencies are unanimous in praising the job radio is doing.

William S. Hedges, vice-president in charge of stations, under whose aegis the country-wide tour is being conducted, emphasized the interdependence of networks and their affiliate stations, with each equally dependent on the other. NBC has adopted a policy of making every department of the network a branch of station relations, he said, with the responsibility of maintaining close contact with the stations and doing whatever it can to aid in solving their local problems in its field.

Speaking of the need for closer cooperation between radio and the press, Albert E. Dale, director of information for NBC, said the threatened shortage of newsprint plus a falling off in national advertising in newspapers is resulting in a shrinkage in the space devoted by them to radio.

What's Next

He described the expansion by NBC's press department of its magazine and feature service and stressed the fact that the aim of the network's publicity efforts is not to publicize NBC but to build larger audiences for the programs it broadcasts. This goal is of direct benefit to the affiliate stations, he stated, since with larger audiences listening to their network broadcasts they have more listeners to offer the local advertisers in their communities.

Seconding Mr. Mullen's plea for a more realistic approach to the wartime situation, Roy C. Witmer, vice-president in charge of sales, told the broadcasters that he felt they were being led astray by the present splendid condition of business and warned them against being overoptimistic about its continuance.

The open forum session which concluded the two-day meeting was largely devoted to business topics. Two questions: Will the war cause a decrease in advertising on the air during the second half of 1942? and will the Government take the more desirable time away from the commercial sponsors for its own programs? were widely discussed with the conclusion that there is no way of telling at this time what the answers will be.

An unexpected condemnation of certain network comedians came from the 11 stations comprising the Northeastern group of NBC affiliates in a statement endorsing the network's program of insuring the usefulness of broadcasting in the nation's war effort. "We are specially desirous of increasing the value of radio for national morale," said Mr. Morency in making the announcement for the stations.

"Good taste in programs is a cardinal point and we express grave concern over the current tendency on the part of certain comedians and comic show writers to use situations, inferences and 'double entendres' not consistent with good taste. The seriousness of the feeling is indicated by the attitude of the stations that unless this philosophy of program content is remedied they cannot be expected to continue the offending shows."

Those Attending

A partial list of those attending the first war clinic includes:

Paul W. Morency, Thomas C. McCray, WTIC; Kolin Hager, B. J. Rowan, WGY; William Rines, George Kelley Jr., WCSH; Jack S. Atwood, WRDO; Thompson L. Guernsey, WLBZ; E. E. Hill, WTAG; A. H. Kirchhofer, WBEN-WEBR; E. H. Twamley, WBEN; Fred R. Ripley, L. E. Lindquist, H. C. Wilder, WSYR; John Shepard 3d, WNAC; John J. Boyle, WJAR; David F. Shurtleff, WFEA; Roy F. Thompson, WFBG; J. C. Tully, WJAC; E. M. Stoer, Hearst Radio Inc.; Charles B. Brown, James K. Gaines, F. M. Russell, William Hedges, Clay Morgan, Frank E. Mullen, John McKay, A. A. Schechter, A. L. Ashby, Sheldon B. Hicks Jr., C. L. Menser, A. E. Dale, Phil Merryman, Sheldon R. Coons, Mac Jordan, Ken R. Dyke, E. B. Lyford, Easton C. Woolley, Dr. James R. Angell, Dan O'Brien, Sam Kaufman, NBC; Walter C. Kraus, Lord & Thomas; Edward K. Mideige, of Wright, Gordon, Zachary, Paxton & Cahill.

JIMMY SCRIBNER, known for his radio impersonations of 22 voices, returns to WOR, New York, on March 23 and will be heard Monday through Friday at 1:15 p.m.

WBNX NEW YORK

THE MOST INTIMATE AND EFFECTIVE SALES APPROACH TO AMERICA'S LARGEST MARKET.

5000 WATTS *Directional*

OVER METROPOLITAN NEW YORK

ILLINOIS?

For a big chunk of it, use the DECATUR station,

WSOY

250 W. 1340. Full time. Sears & Ayer, Reps. How can we help you?

Network Accounts

All time Eastern Wartime unless indicated

New Business

NACIN Co., Jersey City (headache powders), on March 24 starts *John B. Hughes* on 79 MBS stations, Tues., Wed., 10-10:15 p.m. Agency: Blackett-Sample-Hummert, N. Y.

NICK CHEMICAL Co., New York, on April 6 starts *Dr. I. Q.* on 62 NBC stations, Mon., 9:30-10 p.m. Agency: Grant Adv., Chicago.

Renewal Accounts

PROCTER & GAMBLE Co., Cincinnati (Drene shampoo), on April 4 renews for 52 weeks *Abie's Irish Rose*, on 47 NBC stations, Sat., 8-8:30 p.m. Agency: H. W. Kastor & Sons, Chicago.

BROWN & WILLIAMSON Tobacco Co., Louisville (Sir Walter Raleigh cigarettes), on April 28 renews for 52 weeks *Red Skelton & Co.*, on 119 NBC stations, Tues., 10:30-11 p.m. Agency: Russel M. Seeds Co., Chicago.

BROWN & WILLIAMSON Tobacco Co., Louisville (Bugler tobacco), on May 1 renews for 52 weeks *Plantation Party*, on 65 NBC stations, 8:30-9 p.m., Fri. Agency: Russel M. Seeds Co., Chicago.

GOSPEL BROADCASTING ASSN., Los Angeles (religious), on March 29 renews for 52 weeks, *Old Fashioned Revival Hour*, on 176 MBS stations, Sun., 9-10 p.m. (EWT). Agency: R. H. Alber Co., Los Angeles.

BARBASOL Co., Indianapolis (shaving cream), on April 6 renews *Gabriel Heatter* on 15 MBS stations, Sunday, 8:45-9 p.m. Agency: Erwin, Wasey & Co., N. Y.

RICHARD HUDNUT, New York (DuBarry and Hudnut cosmetics), on March 30 renews for 52 weeks *Hollywood Showcase* on 7 CBS Pacific stations, Mon., 9:30-10 p.m. (PWT). Agency: Kenyon & Eckhardt, N. Y.

ANDREW JERGENS Co., Cincinnati (Jergens lotion, Woodbury soap), on March 29 renews on 99 Blue stations, Sun., *Jergens Journal*, 9-9:15 p.m., and the *Parker Family*, 9:15-9:30 p.m., shifting the repeat from 12 midnight-12:30 a.m. to 10-10:30 p.m. Agency: Lennen & Mitchell, N. Y.

ZONITE PRODUCTS Corp., New York (Forhans toothpaste), on April 7 renews *Gabriel Heatter* on 10 MBS stations, Tues. and Thurs., 9-9:15 p.m. Agency: Erwin, Wasey & Co., N. Y.

CBS 50,000 WATT STATION COVERS BOTH NORFOLK AND RICHMOND DOWN IN VIRGINIA!

Norfolk Studio
Richmond Studio
WRVA

PAUL H. RAYMER CO. NATIONAL REPRESENTATIVE

AFA Lists 39 Tasks for Advertising To Aid Government, Help Public Morale

A LIST of 39 specific tasks for advertising during war was announced last week by the Advertising Federation of America, national organization representing advertising interests of every type.

Stating that the "unparalleled ability of American advertising to inform and persuade is one of the great assets of this country, in time of war as well as in time of peace," the AFA points out that for the war advertising has four major functions.

Four Main Tasks

They are:

"A. To continue advertising's indispensable role in the process of distribution and in the maintenance of the business structure.

"B. To guide general consumer demand to channels most readily supplied, and away from scarce materials.

"C. To assist the Government directly in its appeals to the people on specific war efforts.

"D. To help maintain public morale."

To accomplish its wartime tasks, advertising must adapt itself to the "novel needs of war," the statement continues, and assume wartime responsibilities which include the following duties:

1. Continue all normal distribution functions that do not impede war effort.
2. Maintain channels and trade contacts for future needs of industry.
3. Preserve customer goodwill.
4. Keep brand names alive.
5. Prepare to build markets for post-war output of enlarged capacities.
6. Keep enterprises alive and capable of resuming full employment.
7. Preserve desire for eventual higher living standards.
8. Discourage lowering of present living standards beyond necessary restrictions of war.
9. Help maintain freedom of press, radio, and other information facilities.
10. Guide buying of consumers with newly increased purchasing power.
11. Stimulate use of products that can be supplied in plenty.

Seasonal Peaks

12. Educate consumers on conservation, care, and repair of articles in use.
13. Help to spread out seasonal demand, reducing peaks in transportation requirements.
14. Discourage hoarding of commodities.
15. Explain elimination of frills in merchandise and service.
16. Explain substitution of materials.
17. Inform public on reasons for product scarcities and delays.
18. Deny false rumors of scarcity and rising prices.
19. Explain industry's part in war effort.
20. Foster national unity.
21. Promote intelligent patriotism.
22. Glorify service with our fighting forces.
23. Arouse enthusiasm of workers for production achievement.
24. Educate public on nutrition and other health matters.
25. Cooperate in campaigns for avoiding waste and collecting salvage.
26. Help sell Government bonds and stamps.

Public Service

27. Assist in financial campaigns of voluntary service organizations.
28. Help in organization and conduct of home defense.
29. Assist in recruiting of specialists for armed forces.
30. Aid in promoting re-allocation of skilled labor in war industries.
31. Avoid advertising devices that draw upon critical materials.
32. Avoid disclosing information useful to the enemy.
33. Avoid giving unsupported information or misleading impressions about the state of the nation or the progress of the war.
34. Avoid mere boasting of advertiser's patriotic service or technical achievement without conveying helpful information.
35. Avoid panic advertising based on threats of higher prices and scarcities.
36. Avoid waste in advertising.
37. Continue efforts to make merchandise advertising as helpfully informative as possible.
38. Aid and encourage the movement for education of consumers toward more efficient buying for satisfaction of needs.
39. At all times, do everything possible to help preserve our American system of free competitive enterprise.

Network Changes

R. L. WATKINS Co., New York (Dr. Lyons Toothpowder), on March 29 adds 28 NBC stations to *Manhattan Merry-Go-Round*, making a total of 67 stations, Sun., 9-9:30 p.m. Agency: Blackett-Sample-Hummert, N. Y.

LEWIS-HOWE MEDICINE Co., St. Louis (Tums), on April 16 discontinues *The Tums Show Starring Frank Fay* on 77 NBC stations, Thurs., 10:30-11 p.m. Agency: Stack-Goble Adv. Agency, Chicago.

P. LORILLARD Co., New York (Old Golds), on April 29 shifts *The New Old Gold Show* on 45 BLUE Network stations, Fri., 8-8:30 p.m., to CBS, Wed., 8-8:30 p.m. Agency: J. Walter Thompson Co., N. Y.

LAND O' LAKES CREAMERIES, Minneapolis (dairy products), on March 23 moves *Boake Carter*, news analyst on 21 MBS stations, Mon., Wed. and Fri., from 4:45-5 p.m. to 12 noon-12:15 p.m. Program is sustaining Tues. and Thurs. Agency: Campbell-Mithun, Minneapolis.

KRAFT CHEESE Co., Chicago (Parkay), on March 15 added 4 Arizona stations (KVOA KTAR KYUM KGLU), to West Coast repeat of *The Great Gildersleeve* on 8 NBC-Pacific Red stations, 8-8:30 p.m. (PWT). Series also continues on 44 NBC-Red stations, 6:30-7 p.m. (EWT). Agency: Needham, Louis & Brorby, Chicago.

COLGATE-PALMOLIVE-PEET Co., Jersey City (Super Suds), on March 30 will add three stations—WHAM, Rochester; WSYR, Syracuse; KARK, Little Rock—to *Bess Johnson*, Mon. through Fri. 10:00-10:15 a.m., making a total of 57 NBC stations. Agency: Sherman & Marquette, Chicago.

THE KEARSE THEATRE, Charleston's largest, seating capacity over 2400, has broadcast over WCHS, Charleston, West Virginia for the past five years. Ronald Coleman, manager of The Kearse, uses between twenty and sixty spot announcements, plus five, ten and fifteen minute periods each week. According to Mr. Coleman, "WCHS brings 'em in from miles and miles around, week after week". adv.

SOUTH CAROLINA'S
No. 1 Market

FIRST IN—
• Total Population-White Population
• Wholesale & Retail Sales
• Industrial & Business Pay Rolls
• Automobile Registration

DOMINATED BY
WFBC-GREENVILLE
HEART OF THE FAMOUS INDUSTRIAL
PIEDMONT SECTION
NATIONAL REPRESENTATIVES - WEED & CO.

CJOR serves Canada's rich Pacific Coast area—an area where new jobs and new developments mean new prosperity. Reach this new wealth through CJOR.

CJOR
Vancouver—B. C.
Nat. Rep.:
J. H. McGillvra (US)
H. N. Stovin (Canada)
600 KC 1000 Watts

AT YOUR SERVICE
COAST-TO-COAST

22 MILLION POSTAL TELEGRAPH OFFICES!

TO send telegrams conveniently, economically and swiftly — PHONE POSTAL TELEGRAPH. *For your convenience, charges appear on your phone bill.*

Probes

(Continued from page 10)

resolution by the Georgia incident. He disclaimed this, later asserting that he was prompted by the FCC's newspaper - divorcement inquiry, feeling that freedom of the press and of expression was threatened. He said he had not known about the WGST controversy "except by rumor", until the case was under way.

Rep. Halleck questioned the right of the Commisison to investigate matters other than the fitness of a licensee, and Chairman Fly said that while the Commission has powers, it nevertheless does not go beyond the limits established in the law.

Asked by Rep. Halleck whether he had any objection to the hearings on the Sanders Bill before the Interstate Commerce Committee, of which he is a member, Chairman Fly said that while he had no objection, there was a serious question "as to whether our time should be devoted to it". He pointed out then that the Commission is devoting more than 50% of its time to national defense of a very urgent character.

"I would gather you're not particularly enthusiastic about it," Rep. Cox interposed. Chairman Fly said he thought the Commission had more important things to do, but he was prepared to spend as much time with the committee as it required of him.

'Influence' Denied

Asked whether he or anyone on the Commission had attempted to "bring any influence to bear" seeking to avoid the hearings on the Sanders Bill, Chairman Fly said he did not know of any such activity, directly or indirectly. Answering further questions in this vein, he said he had not talked with anyone in the industry to that end and that if industry spokesmen had objected to the proceedings at this time, they had done so "on their own".

Rep. Cox asked whether Chairman Fly knew of anyone who had contacted any member of Congress with respect to the Cox Resolution.

"I know of no one", Chairman Fly said. He added he had not contacted any members on it.

Rep. Cox asked whether it was not true that the day following introduction of his resolution a meeting was called at the FCC to "stop this investigation". Chairman Fly said he knew of no such conference.

Asked specifically whether he objected to the proposed Cox inquiry, Mr. Fly said he certainly objected to the type of investigation which appeared to be proposed. "We've got other things to do," he added. "I think the business of licking Hitler and the Japs is more important."

If the Commission is so busy, why does it continue its newspaper ownership inquiry and other non-war matters, Mr. Halleck inquired. Chairman Fly then observed that the newspaper inquiry was "about concluded" and that it would take very little additional time and effort. Then he revealed that the Commission the preceding day had dropped the super-power and clear-channel studies.

A Monument

Chairman Fly called the monopoly report, which he held aloft, "a monument and a declaration of independence for the small broadcaster".

He pointed out also that because of the war effort there might not be future grants. "We ain't gonna make no grants," he told the committee, declaring the War Production Board will not authorize equipment for that purpose except where no adequate service now is available. He again predicted tightening of the FCC freeze order to plug all loopholes.

As a consequence, he said, newspapers should have no concern, since it doesn't matter whether the issue is decided in a month or a year. He pointed out the Commission can take several courses in the newspaper inquiry, reiterating that it might do nothing at all about regulations, or that it might refer the whole matter to Congress.

When Rep. Cox asked "where the suggestion came from that newspaper stations should be shut off", Chairman Fly said he didn't know but that Rep. Wigglesworth had criticized newspaper ownership in the past. He said the record was full of complaints.

An anomalous situation developed when Rep. Cox asked Chairman Fly whether, at the time he told a meeting of broadcasters in Chicago several months ago that there was no disposition to take over broadcasting, he did not have in his pocket "legislation to do just that". It later developed that Rep. Cox referred to the DCB Executive Order authorizing the President, under Section 606, to commandeer any or all communications facilities.

Chairman Fly said the particular bill broadened the Section 606 powers to cover telephone and telegraph and that Congress passed the measure.

Anonymous Letter

Rep. Cox asked whether the Attorney General changed the particular draft of the bill, on the ground that it "violated freedom of speech". Chairman Fly disclaimed any knowledge of this and said that as far as he knew, the particular measure covering Section 606 had never gone to the Attorney General.

The climax came when Rep. Cox read passages from a letter or opinion, presumably by the Attorney General, criticizing a proposal as giving either the FCC or the DCB the power to "censor". There was the suggestion that "close scrutiny" be given the proposal and that other Government agencies should be consulted before steps are taken.

Chairman Fly sought to read the document but Rep. Cox, in spite of a request from Chairman Sabath, refused to identify the communication. After several other efforts to have the letter identified, Rep. Cox said he would not disclose any details.

Chairman Sabath then recessed the hearing, subject to his call. Rep. Cox said he intended to call Mr. Fly for further questioning.

TWENTY YEARS AGO this was Charlie Cantor, 15-year-old drummer with the WHK, Cleveland studio orchestra, at the opening broadcast, March 5, 1922. The Cleveland station recently celebrated its 20th anniversary on the air [see photo next column].

IN ACCORDANCE with national defense demands, NBC and CBS Hollywood are issuing building passes bearing photograph and fingerprints of all employes which must be presented on demand.

TODAY AT 35, Charlie Cantor (see upper left column, this page) is the only original member of the WHK, Cleveland, orchestra left to ponder the past with orchestra leader Willard. And he still beats a hot skin.

WHBF
AFFILIATE OF ROCK ISLAND, ILLINOIS ARMS
Basic Mutual Network Outlet
FULL TIME 1270 K C
THE 5000 WATT
Voice of the Tri-Cities
ROCK ISLAND • DAVENPORT • MOLINE

Winchell Program Brings Libel Suit

Eleanor Patterson Seeking $200,000 for Broadcast

DAMAGES of $200,000 against Walter Winchell, Andrew Jergens Co., and BLUE are asked in a suit filed March 18 in U. S. District Court, District of Columbia, by Mrs. Eleanor Patterson, owner and publisher of the *Washington Times-Herald*.

Suit asks $100,000 as compensation and $100,000 as a punishment against Mr. Winchell. According to the suit, Winchell in a recent broadcast referred to an editorial titled "Greenland, Denmark and the United States", published in the *Times-Herald* April 13, 1940 and inserted in the *Congressional Record* by the late Senator Lundeen (Farmer-Labor, Minn.).

Winchell's Comment

It is alleged in the suit that Winchell used this language:

"I wish every American would read the back issues of the *Congressional Record*. It is a wonderful education. For example, on page 10,548 of May 27, 1940, you will see praise for an editorial on foreign policy. That editorial was inserted and praised by the late Senator Lundeen of Minnesota.

"It was shown conclusively in court that Lundeen worked with the convicted Nazi agent, Viereck. It fascinates me to see how the pieces of the jigsaw puzzle fit together.

"That Lundeen contribution to the *Congressional Record* was an editorial from the *Washington Times-Herald*, which buys but suppresses and handcuffs my column."

Mrs. Patterson denies the Senator or George Sylvester Viereck had anything to do with the editorial.

Jergens Renews Winchell

RENEWAL of Walter Winchell's *Jergen's Journal* by Andrew Jergens Co., Cincinnati, for Jergen's Lotion and Woodbury Soap was announced last week, effective March 29. Program is on 99 BLUE stations, Sunday, 9-9:15 p.m. (EWT). The *Parker Family* with the same sponsor was renewed on the same stations, Sunday, 9:15-9:30 p.m., shifting the repeat from 12 midnight-12:30 a.m. to 10-10:30 p.m. Agency is Lennen & Mitchell, New York.

Charles Woods Takes Over

CHARLES WOODS, news announcer of WFIL and WCAU, Philadelphia, has taken over the six-weekly quarter-hour news period heard on WOR, New York at 1 p.m., sponsored on alternate days by Look Inc., Chicago, and Hoffman Beverage Co., Newark. Woods will commute to Philadelphia to continue his broadcasts on WCAU until his contract expires within the next few weeks. Jay Sims, formerly heard on WOR at 1 p.m., is now newscaster of WLW, Cincinnati.

Paper Saver

TRANSLATING paper conservation tips into action, WICA, Ashtabula, O., is using the reverse side of Government announcements and continuities for letterheads, commercial announcements, and continuity paper; following the double use, the paper is baled and returned to the mills for reprocessing.

Army Program

(*Continued from page 10*)

der direction of Jack Joy, well-known Hollywood conductor and production man, now in charge of the Army's radio program music section. Responsible for special events on the Army side is Jack Harris, formerly of WSM, Nashville, and now chief of the news and special events section of the Radio Branch.

The announcement of the *Army Hour* marks the first time the Radio Branch has entered actual radio production since it was first set up under the direction of Ed Kirby, former NAB public relations director, who was granted an indefinite leave of absence late in 1940 to serve as civilian advisor for radio to the Secretary of War. Mr. Kirby also serves as chief of the Radio Branch.

Serving the Industry

Heavily increased military requirements for Army radio at home and abroad, and mounting demands from stations, networks and advertising agencies for Army material and collaboration since the outbreak of war, have brought a substantial expansion of the Radio Branch's activities and responsibilities.

With the setting up of the Office of Censorship, the Branch is the direct channel to that office for conveying Army radio censorship policies affecting news, special events and reviews of scripts touching on military subjects and war production figures. It is also the clearing agency for accrediting radio correspondents into and out of the theatres of war abroad.

To expedite the movement of war news by radio wire services and network and station newsrooms, an 18-hour day, seven-day-week schedule is maintained by the news and special events section of the Radio Branch. In this section are Bill Bailey, formerly news editor of WLW, Cincinnati; Brooks Watson, formerly program manager and director of special events of WMBD, Peoria, Ill.; Lewie V. Gilpin, formerly on the editorial staff of BROADCASTING.

With the Army deployed to points outside the United States, a need for special shortwave programming for American armed forces abroad arose immediately after arrival of the first convoy. A shortwave section has been established as part of the news and special events section.

Shortwave activities are under direction of Lieut. Rankin Roberts, formerly of Texas State Network. *Command Performance*, a new weekly shortwave series on which outstanding guest artists are featured, was inaugurated March 8 [BROADCASTING, March 2]. Carried by all 11 U. S. international shortwave outlets and designed exclusively for American forces abroad, the series is beamed all over the world. Special transcriptions also were cut during the last week at baseball training camps in the South, specifically pointed for shortwave broadcast.

The script of the Branch is under supervision of Capt. Edwin Curtin, formerly of BBDO and the radio branch of the New York World's Fair. This department maintains a script service and editorial research section whose facilities are used regularly by writers and agencies seeking fresh Army material and historical data, including background stories of citations for valor in the field and human interest angles. Another function of the section is to supply small stations with ready-to-use releases that may be broadcast in 5, 10 and 15-minute segments, suitable for music-and-patter shows. A recent postcard survey of stations drew a 95% favorable response requesting continuation of these station services.

Greatly accelerated agency demand for Army program material and themes necessitated creation of an advertising agency liaison section, handled by John Cullom, formerly promotion manager of World Broadcasting System, and Lou Cowan, owner of the *Quiz Kids* program.

Liaison with radio-educational groups is directed by Maj. Harold Kent, formerly in charge of radio for the Chicago Public School System. Major Kent also holds an administrative post in the Radio Branch. Conducting continuing studies of pragramming trends and changing listener tastes is Lieut. A. M. Wharfield, formerly with the C. E. Hooper organization in New York, who recently joined the Radio Branch staff.

Winning Number

WAIR listeners listen, believe and buy. WAIR's spot on the dial is worth a fortune to the wise time buyer who signs on the dotted line.

WAIR

Winston-Salem, North Carolina

National Representatives

International Radio Sales

MOST people in the Intermountain Market listen **MOST** to this Red Network Outlet

KDYL

The POPULAR Station

JOHN BLAIR & COMPANY

NBC RED NETWORK

Advertisers Hear Plan to Schedule Federal Programs

Lewis, Meservey Explain How Clearance Method Works

A GROUP of approximately 40 advertising executives of companies numbered among the leading national advertisers met last Thursday in closed session at the New York offices of the Advertising Council, where William B. Lewis, Assistant Director of the Office of Facts & Figures, and his assistant, Douglas Meservey, outlined the proposed plan of scheduling all broadcasts of programs and announcements for the Federal Government to avoid undue repetition.

Meeting was a duplication of the one held the previous Thursday [BROADCASTING, March 16] except that the earlier session was attended by radio executives of advertising agencies, whereas last week's meeting was for the advertisers.

Questionnaire Sent

Following the session, at which the proposed plan was received with unanimous approval, it was announced that the OFF office in Washington was mailing an explanation of the plan to the advertising directors of all companies sponsoring programs on the national networks and to their advertising agencies.

Each letter is accompanied by a questionnaire which the executives are requested to fill out and return to OFF. When these have been received in Washington, the OFF will then submit the plan to the various governmental agencies for their approval, following which it will be put into force.

The networks have already given their approval to the idea, it was stated, and have agreed to its application to sustaining programs to complete the coordination throughout the entire network broadcasting schedule.

Present at the meeting were:

John Hymes, Lord & Thomas; William Fricke, AAAA; Roy E. Wilson, Wheeling Steel Corp.; Paul West, ANA; Roland Martini, Gardner Agency (for Pet Milk Corp.); Ralph Robertson, Colgate-Palmolive-Peet Co.; D. B. Stetler, Standard Brands; J. H. West, Procter & Gamble Co.; George Morrison, International Silver Co.; W. R. Huber, Gulf Oil Corp.; Gerald O'Beirn, Hall Brothers; E. C. Hawley, Armstrong Cork Co.; Francis H. Marling, Pure Oil Co.

John S. Allen, General Foods Corp.; George McMillan, ANA; A. W. Lehman, CAB and ARF; E. B. Smith, General Mills; John J. Louis, S. C. Johnson & Son; R. G. Partridge, United Fruit Co.; E. J. Fitzgerald, Carnation Co.; F. S. Cannon, Sun Oil Co.; Edward S. Morse, A. Starke Dempewolff, Celanese Corp. of America; George G. Tormley, M. U. Bent, R. L. Watkins Co.; E. J. Finneran, National Dairy Products Corp.

John S. Wilkinson, Carnation Co.; Douglas Meservey, OFF; L. H. Ashe, E. R. Squibb & Sons; A. Craig Smith, Gillette Safety Razor Co.; Frederic W. Wile Jr., Advertising Council; T. H. Christgau, Land O'Lakes Creameries; F. H. Brinkley, Vick Chemical Co.; William E. Neagle, J. B. Williams Co.; Robert Brenner, B. T. Babbit Inc.; Wm. Lewis, OFF; Harold Kemf, Lewis-Howe Co.; Miller McClintock, Advertising Council.

"SABOTAGE of secretarial silhouettes!" is what the boys at WGAR, Cleveland, call the idea introduced by Charles Newcomb. To acquaint the staff more thoroughly with the products WGAR advertises, Charlie is distributing samples. In this case it is Grennan's Banana Flips and going at them are the WGAR lovelies: (First row, l to r) Jeannie Waddell, Marie Likly, Betty Cauley, Dorothy Ackerman and Gertrude Hunkin. (Second row) Marge Algy and Peggy Gilbert.

NAB Parley

(Continued from Page 7)

was discussed and left to the judgment of the committee to be named by President Miller.

The business session opened Wednesday with a review of the overall copyright situation by Sydney M. Kaye, vice-president and general counsel of BMI. The board authorized appointment of a copyright committee to assist President Miller in the further handling of this matter. Two years ago, the board decided that copyright was of such importance that the entire board should handle it. With the situation alleviated, return to the committee method was proposed by Mr. Miller.

Discussion of the legislative picture encompassed the Cox Resolution to investigate the FCC, tax legislation, wage and hour and labor matters, the latter two subjects having been covered in a special report of Joseph L. Miller, NAB labor relations director.

The Cox Resolution is pending before the House Rules Committee. The new committee to be named on procedure on the Sanders Bill hearing was delegated to handle this measure.

In the discussion on business prospects, the board reviewed the situation provoked by the establishment of checking services. While no formal action was taken, the tendency was to deprecate mushrooming of such services, because of possible effect on radio volume. Mr. Pellegrin and Gene Carr, assistant general manager of WGAR, Cleveland, participated in these business discussions.

The afternoon session Wednesday was given over to war activities to which the NAB is devoting nearly 50% of its time, according to an analysis by C. E. Arney Jr., assistant to the president and acting secretary-treasurer. Following the discussions led by Messrs. Ryan, Lewis and Meservey, such questions as sponsorship of Government programs, handling of appeals for funds, equipment priorities, technician training courses and deferment of radio employees from selective service were discussed.

$250,000 BUDGET FOR NAB ADOPTED

A TENTATIVE budget for the ensuing year of approximately $250,000, representing a decrease of about $28,000, was approved by the NAB board of directors at its meeting in New York last Friday. Recommendations of its budget committee—comprising J. Harold Ryan, Fort Industry Co., and Assistant Director of Censorship in Washington; Howard Lane, McClatchy stations, and Frank King, WMBR, Jacksonville—were adopted by the board after a survey of NAB activities made in Washington earlier in the week.

The budget was based upon forseeable assets from station dues, but did not take into account such matters as network dues slated for consideration at the convention in Cleveland. No essential functions or activities have been curtailed, it was explained.

The NAB membership totaled 526 stations as of March 20, C. E. Arney Jr., assistant to the president and acting secretary-treasurer, reported. New members approved at the meeting were: WHIP, Hammond, Ind.; WAML, Laurel, Miss.; WSBA, York, Pa.; WSVA, Harrisonburg, Va.; KPAS, Pasadena, Cal.

Unity in America Basis for Meeting

Leaders Named by Dr. Angell Will Convene March 28

THIRTY of America's leading figures in the fields of education, religion, Government, the arts and sciences, notable for their contributions to Inter-American unity, will meet March 28 at the Pan American Union in Washington to create a permanent administrative structure for the NBC *Inter-American University of the Air.*

The delegates, who have already received outlines of a program series to be considered at the meeting were selected by Dr. James Rowland Angell, NBC public service counsellor, and Sterling Fisher, his assistant.

Cooperating with Dr. Angell and Dr. Fisher in preparing material for the forthcoming series will be Max Jordan, former European director for NBC, who with a group of NBC executives is currently meeting with NBC's six regional planning and advisory boards on radio policy in wartime.

Mr. Jordan, a former newspaperman and linguist, is particularly fitted for the assignment in view of his experience with educational broadcasts from European countries.

State Official Complains Of WPEN Race Series

WILLIAM ARMSTRONG Inc., racing paper publisher, has contracted with WPEN, Philadelphia, for daily sponsorship of horse racing results and news. The action aroused ire of Richard J. Beamish, Pennsylvania Commissioner of Public Utilities, who entered complaints March 13 in letters to Paul A. Walker of the FCC and Attorney General Francis J. Biddle.

Mr. Beamish claimed the station had assisted the Armstrong interests in circumventing an order which prevented them from using direct telephone lines to the tracks outside Pennsylvania. It was said that telephone lines from Wilmington, Del., are used to relay information. Complaint was also made against Bell Telephone Co. in the letters.

Sign With Standard

STANDARD RADIO announces the following new and renewal subscribers to its program library service: KYW, Philadelphia; WBZ, Boston; WBZA, Springfield, Mass.; KRNR, Roseburg, Ore.; KGCX, Wolf Point, Mont.; KSO-KRNT, Des Moines; WNAX, Yankton, S. D.; WMPS, Memphis; WNOX, Knoxville; WCPO, Cincinnati; WHLN, Harlan, Ky.; WKZO, Kalamazoo, Mich.; KFIZ, Fond du Lac, Wis.; KVOO, Tulsa; KXRO, Aberdeen, Wash.; WDLP, Panama City, Fla.

Stork Race

JAMES L. SAPHIER, Hollywood talent agent, and Thomas McAvity, his associate, became fathers within 6½ hours. Saphier's son, weighing 6 lbs., 9½ ounces, arrived at 8:33 p.m., March 3. McAvity was apprised of the fact that he had a 6 lb., 10 ounce son at 3:03 a.m., March 4.

Short Reprieve Granted MBS As AFM Threatens to Strike

Petrillo Plans to Confer With Macfarlane Over Remote Action Based on WGRC and WSIX

ASSURANCE that the threat of the American Federation of Musicians to call a strike of all musicians employed at all MBS originating stations would not be put into effect at least until Monday, March 23, was given the network by the union last Friday afternoon as James C. Petrillo, AFM president, left New York for Chicago to confer with Mutual's president, W. E. Macfarlane.

Disputes between WGRC, Louisville, and WSIX, Nashville, and the AFM locals in those cities had caused the national AFM to withdraw all remote dance band pickups on MBS, with which both stations are affiliated, on Monday, March 16, and to threaten stoppage of all musical programs on the network, both sustaining and commercial, unless the local situations were settled immediately or unless the network agreed to stop feeding any musical programs to WGRC and WSIX.

This is the second time within a year that Mutual faced loss of its orchestral remotes because of musician trouble at WGRC. Just six months ago [BROADCASTING, Sept. 22, 1941], S. A. Cisler, general manager of the station, came to New York and with Mr. Petrillo worked out a temporary settlement of the local conflict, whereby WGRC agreed to employ six men at a weekly salary of $27.50 for a 13-week test period, after which a new contract was to be negotiated with AFM's Louisville local.

New Contract a Problem

Union, which is asking for an increase to $30 a week, charges that Mr. Cisler has refused to negotiate a new contract to replace the one which expired Jan. 1, since when there has been no contract. The station's position, as reported to MBS in New York, is that the union does not want WGRC to negotiate, but only to submit to its demands for higher wages.

In Nashville, the union demands are not for higher pay but more employment. WSIX employs only one staff musician and the Nashville local thinks more should be engaged. Matter has been under discussion for more than a year, according to AFM, without making any progress.

Stating that for nearly two weeks Mutual has been urging the station executives either to settle the disputes locally or to come to New York to discuss the trouble with Mr. Petrillo, MBS reported that following AFM's cancellation of all remote pickups for the network last Monday, WGRC and WSIX offered voluntarily not to broadcast these programs themselves if they were reinstated for the rest of the network.

The AFM rejected this offer, MBS said, unless Mutual would agree to stop all network musical service to WGRC and WSIX, not feeding them any musical programs, either sustaining or commercial.

Such action, which in effect would mean dropping these stations from the network, would affect station affiliation contracts, advertising commitments and wireline problems, MBS stated, and the network declined to take this step. AFM then declared that unless the local problems were satisfactorily cleared up by the weekend, all musicians would be ordered not to work at MBS originating stations on any network programs.

TEST CASE PLANS STUDIED BY AMP

C. M. FINNEY, president of Associated Music Publishers, last week declined to discuss his company's plans for a suit to test the legality of recording fees charged by most publishers for the use of their music on transcriptions, which are considerably in excess of the 2 cents per pressing per selection set as the maximum mechanical reproduction royalty fee by Section 1-E of the Copyright Act [BROADCASTING, March 16].

Mr. Finney refused to say whether or not the proposed suit would be prosecuted and when or where it might occur, stating merely that no suit has been filed as yet. In a test suit, he explained, a lot of preparation is necessary, usually involving preliminary discussions between the plaintiff and defendant to make certain that the subject of the test case is typical and that the suit covers all the points necessary to make it a good precedent.

A test suit on the question of recording fees for transcriptions has been under consideration by the transcription industry for a long time, Mr. Finney stated, explaining that AMP had retained Sydney Kaye, New York attorney and executive vice-president of BMI, as special counsel to protect the company's interests.

Charles P. O'Connor

CHARLES P. O'CONNOR, 31, until six months ago announcer on NBC and CBS broadcasts of the Philip Morris & Co. programs, died March 17 at his home in Douglaston, Long Island. Staff announcer for NBC in 1931 until 1937 when he signed with Philip Morris, Mr. O'Connor had been doing special recording work in New York and Chicago for the last six months. His wife, a son and four sisters survive.

JOHN B. KENNEDY, news analyst of WNEW, New York, has been voted favorite radio commentator by students of Fordham U, New York.

Pepsodent Spots

PEPSODENT Co., Chicago, is placing one-minute transcribed announcements on approximately 25 stations in a special two-week campaign for Pepsodent 50-Tuft toothbrush. Announcements are scheduled to start on March 30. Lord & Thomas, Chicago, is agency.

General Mills Increases Time, Shifting Serials

GENERAL MILLS, Minneapolis, has purchased an additional quarter-hour on CBS at the 10:15-10:30 a.m. period now occupied by *Myrt & Marge* which is being discontinued on March 27 by Colgate-Palmolive-Peet Co., Jersey City. GM now occupies the three-quarter-hour period on CBS from 9:45-10:30 a.m. Starting the week of March 30, it is donating 9:45-10 a.m. Thursdays and Fridays to the Red Cross for a program titled *Thus We Live*, depicting the activities of the Red Cross and written by Katherine Seymour.

On Mondays, Tuesdays and Wednesdays this period will be occupied by a new family dramatic serial, *Harvey & Dell*, formerly heard on WBZ, Boston. Written and acted by Dwight Mead, and his wife and daughter, it had been sponsored by Gold Medal Flour.

Wheaties' *Stories America Loves*, now 9:45-10 a.m., will be shifted to 10:15-10:30 while Bisquick's *Valiant Lady* is heard 10:15-10:30. Knox - Reeves, Minneapolis, is agency for Wheaties; Blackett-Sample-Hummert, Chicago, handles the other accounts.

CLEARS RE-ELECT SHOLIS DIRECTOR

REAPPOINTING Victor Sholis as director, the executive committee of the Clear Channel Broadcasting Service, representing 16 of the 17 independently-owned 1-A stations, perfected plans for the ensuing year at a meeting last Wednesday in New York. Allan Miller, assistant to the director, also was renamed.

Mr. Sholis

The executive committee referred to Chairman Edwin W. Craig, WSM, Nashville, and Director Sholis the question of an appearance by the group before the House Interstate Foreign Commerce Committee, which begins hearings on the Sanders Bill to revise the Communications Act on April 14. Work handled last year was reviewed and the program for this year outlined.

Present, in addition to Chairman Craig and Director Sholis, were Vice-Chairman Joseph O. Maland, WHO, Des Moines; James D. Shouse, WLW, Cincinnati; Mark Ethridge, WHAS, Louisville; Louis G. Caldwell, Washington attorney. Harold V. Hough, WBAP, Fort Worth, treasurer, was absent.

WHAT'S DIFFERENT ABOUT THE CENTRAL NEW YORK MARKET?

» As markets go, the Syracuse trading area is just another of a hundred key markets in the country. Its 200,000 families are divided into 60% city dwellers and 40% rural. They account for a quarter of billion dollars worth of retail sales yearly. They drive 159,000 passenger automobiles. Eat $60,000,000 worth of food—use $7,000,000 worth of drugs, buy over $10,000,000 worth of furniture and wear more than $22,000,000 worth of new clothing each year. In 1941 this healthy buying power was amplified by more than $200,000,000 worth of new defense orders placed in over a hundred different industrial plants in this market.

The Central New York market is no larger or smaller—richer or poorer than a dozen others like it. It differs in just one respect . . . the completeness with which it can be covered by one medium . . Station WFBL. Ask to see actual case histories on the low-cost selling power of WFBL in this market. Write or wire WFBL, Syracuse, N. Y., or Free & Peters, Inc., National Representatives.

WFBL

Syracuse, N. Y.

MEMBER OF BASIC COLUMBIA NETWORK

Actions of the FEDERAL COMMUNICATIONS COMMISSION

MARCH 14 to MARCH 20 INCLUSIVE

Decisions . . .

MARCH 17

WRDO, Augusta, Me.—Granted license renewal.

NEW, Yankee Broadcasting Co., New York — Dismissed applic. CP new station 1 kw 620 kc. on applicant's request.

WOL, Washington — Set aside previous grant CP directional changes and dismissed application.

WNAC, Boston; WFBM, Indianapolis — Dismissed applications rehearing WOL grant (petitions becoming moot by reason of above WOL action).

DESIGNATED FOR HEARING—**WLAV, Grand Rapids, Mich.**, applic. CP shift 930 kc increase 1 kw new transmitter and move directional N; **WAPO, Chattanooga, Tenn.**, applic. CP directional changes increase 5 kw N; **NEW, Kennebec Broadcasting Co., Augusta, Me.**, applic. CP new station 1400 kc 250 w unl., facilities of WRDO.

NEW, Kodiak, Alaska — Set aside new station grant of Feb. 17 and designated applic. for hearing.

Applications . . .

MARCH 14

WJMA, Covington, Va.—Voluntary assignment license to Earle M. Key.

WGKV, Charleston, W. Va. — Transfer control corporation from Wm. A. Carroll to Worth Kramer thru sale 128 shares common stock.

KMYC, Marysville, Cal.—CP move transmitter and studio.

KGCX, Wolf Point, Mont.—CP move transmitter and studio.

MARCH 17

KGNC, Amarillo, Tex.—Special service authorization 860 kc 500 w N 5 kw D unl. to 8-1-42.

NEW, Grand View Broadcasting Co., Peoria, Ill.—CP new station 1290 kc 1 kw unl. directional.

MARCH 18

KFXM, San Bernardino, Cal.—CP new transmitter directional D & N change 1300 kc increase 1 kw hours to unl.

Tentative Calendar . . .

WAPI, Birmingham, CP 1070 kc 50 kw unl directional N (March 23).

KSFO, San Francisco, CP 740 kc 50 kw directional N & D unl; **KQW, San Jose, Cal.**, same (consolidated hearing, March 23).

WAAF, Chicago, CP 950 kc 1 kw directional N unl.

W65H, Hartford, Conn., modification CP 43.5 mc 13,944 sq mi unl; **NEW, The Radio Voice of New Hampshire Inc., Manchester**, CP new FM station 43.5 mc 20,290 sq mi unl (consolidated hearing, March 26).

WGST, Atlanta, further hearing license renewal (March 26).

Western Electric Drops Patent Infringement Suit

WESTERN ELECTRIC Co. has dismissed without prejudice its suit filed Jan. 29, 1942, in the Federal Court for the Southern District of New York against Radio Wire Television Inc., New York, claiming infringement of several of its patents in the manufacture and sale of amplifiers. Transformer Corp. of America, which manufactures these amplifiers, has taken a patent license from Western Electric.

Most of the concerns operating in the public address and related fields are licensed to manufacture and sell amplifiers under Western Electric patents. Such licenses, which were previously granted by Electrical Research Products Inc., are now being handled by the Electrical Research Products Division of Western Electric since ERPI has been merged into Western Electric Co. Inc.

Commercial Radio Producing Crystals

Volume Output Is Started at Its Kansas City Factory

WITH quartz crystals one of the critical materials needed by the armed forces, Commercial Radio Equipment Co. announces a conversion of its Kansas City plant to the manufacture of such crystals on a large-scale basis. This was announced last Friday by Everett L. Dillard, general manager of the company, after his return to Washington from Kansas City.

Quartz crystal manufacturing is not new for Commercial Radio, the company having been in the business since its inception in 1933, when it began the manufacture of piezo-electric products and accessory equipment for broadcast and police radio services. Quartz plates are manufactured under the tradename of Tru-Axis Crystals.

The new manufacturing project of crystals on a large scale basis will not affect the frequency measurement and consulting business of the company which, under present plans, intends to maintain its Washington representation as well as its Kansas City and Hollywood offices for the convenience of stations utilizing its engineering services.

M. W. Woodward, engineer, will supervise the crystal manufacturing in Kansas City, while R. F. Wolfskill will continue as manager of that office. The construction of K49KC, commercial FM station licensed to Commercial Radio, is also reported as progressing satisfactorily by Mr. Dillard.

'Hams' Get Service Ranks

AMATEUR "tickets" may be used as an entrance qualification for admission to advanced military grades the American Radio Relay League points out. For example, ARRL says, holders of amateur class A or B licenses may obtain immediate ratings as radiomen, second class, in the Navy. The Army offers specialist ratings in communications work in its signal corps for qualified amateurs.

BRAZILIANS SEEK PORTUGUESE NEWS

TO COOPERATE with the Office of the Coordinator of Inter-American Affairs (Rockefeller Committee) in its preparation of material for broadcasting from the United States to Brazil, a delegation of five members of the Brazilian Departmento de Imprensa e Propaganda (Department of Press & Propaganda) arrived in New York last week for an indefinite stay.

Headed by Dr. Assis de Figueiredo, assistant director of the DIP, the group also includes Dr. Julio Barata, director of the DIP's radio division; Raymundo Magalhaes, playwright and writer for *A Noite* of Rio de Janeiro; Origines Lessa, journalist from Sao Paulo, and Pompeu de Souza, editorial writer for *Diario Carioca* of Rio.

One of the main objectives of the group is the inauguration of a daily news broadcast in Portuguese to originate in New York and Washington and to be transmitted by point-to-point radio to Rio, where it will be sent out over the Brazilian Government radio network to that country's listeners. Members will also assist shortwave broadcasters, when asked to do so, in planning and preparing programs for the Brazilian audience.

CBJ Shifts to 1580

CBJ, Chicoutimi, Que., on March 22 shifted from 1240 kc. to 1580 kc. The station recently installed a new 250-watt transmitter. It is licensed to the Canadian Broadcasting Corp.

FOR ALL YOUR FM NEEDS
FM Broadcast Transmitters 250 to 50,000 Watts
Measuring and Testing Equipment
Tubes
FM Police and Emergency Transmitters and Receivers
S-T Transmitters
Receivers for Home and S-T Service
GENERAL ELECTRIC

CBS Technicians Told Their Jobs Are Secure During Service in War

CBS technicians were assured of their jobs upon returning to civilian life by Leslie Atlass, vice-president of CBS Chicago, speaking before a joint meeting organized by local industry representatives in cooperation with officers of the Army Signal Corps. Two hundred technicians of stations in and around Chicago attended the March 15 meeting in the CBS studio auditorium while every station in the greater Chicago area heard the proceedings over a closed circuit.

Opportunities were described for radio engineers at salaries which range upward from $2,000. Experience and qualifications are the final determinants. Although a college education is useful to applicants, it was pointed out that practical experience replaces this consideration. Other opportunities for radio mechanics and telephone men begin at $1,800. Men with administrative ability and a general knowledge of the radio industry are also desired. All jobs are under civil service but civil service status is not required.

Ten Join Up

As a direct result of the meeting, 10 men have already been accepted for civilian jobs with various branches of the Signal Corps; 50 other applications are under consideration. Since this initial success, plans are now being considered for a series of similar meetings in other cities.

Attending the meeting: Col. C. N. Sawyer, Col. T. L. Clark, Lt. Col. R. R. Rinkenbach, Lt. Col. J. D. O'Connell, Maj. H. R. Zermuehlin, Maj. E. Bishop, Maj. T. Dunn, Maj. L. Fields, Maj. R. M. Harnett, Capt. C. A. Dunklee, Capt. R. H. Cameron, Capt. H. B. Cattony, Capt. R .B. Krift, Capt. E. T. Greenfield, Lt. A. J. Ruska.

All applications should be made to the Office of the Chief Signal Officer, civilian division, Washington, D. C., or to Corps Area offices of the Signal Corps.

New Studios for WAIT Are Opened in Chicago

WAIT, Chicago, has moved from 2400 West Madison St., into new studios in downtown Chicago located on the second floor of the London Guaranty Bldg. at 360 N. Michigan Ave. Station is using RCA speech input and master control equipment, Western Electric turntables, and Fairchaild recording equipment. News wires are AP and Reuter's. Frederick Beelby, formerly of MacDonald-Potter, Chicago, has been named continuity editor.

Gene Dyer, owner, will transfer his offices to the new studios, while the other Dyer stations—WSBC and WGES—will continue to operate from 2400 W. Madison. WGES is testing a new 5 kw. transmitter.

CLASSIFIED Advertisements

Situations Wanted, 10c per word. Help Wanted and other classifications, 15c per word. Bold face listings, double. BOLD FACE CAPS, triple. Minimum charge $1.00. Payable in advance. Count three words for box address. Forms close one week preceding issue.

Help Wanted

AVE OPENING—For two first or second class operators immediately. Wire or write WWPG, Lake Worth, Florida.

oman Commercial Announcer-Continuity Writer—Must be able to handle control board and transcription tables. Air Mail complete qualifications and salary expected. Box 280, BROADCASTING.

lesman Wanted—1000 watt station in southeast needs local salesman. Excellent opportunity for right man. Exclusive territory. Give complete information. Address Box 263, BROADCASTING.

lesman—Midwest 1,000 watt network station. Thirty dollars weekly guarantee, 15% commission. Excellent opportunity for steady worker. Box 268, BROADCASTING.

GINEER WANTED IMMEDIATELY—250 watt MBS station. State references, experience, draft status and salary expected. WFNC, Fayetteville, N. C.

perienced Salesman—For local station in Kentucky. Drawing account and commission. State age, draft status, etc. Box 284, BROADCASTING.

Situations Wanted

ORTS—SPECIAL EVENTS — Three years play-by-play baseball, football, basketball, golf, boxing and other sports, excellent ad lib, special events, interviews and informal programs. College man, married, age 27, draft status A3. Participated many sports including two years professional baseball. Know value of teamwork and am cooperative—excellent references. Presently employed but desire change. Prefer locating east or central. Box 275, BROADCASTING.

wscaster-News Editor—Employed California. Wants Middlewest, Southwest network station connection. Box 262, BROADCASTING.

$00.00 (minimum)—Aggressive man, under 30, now asst. account executive advertising agency (priorities hurt us). Single, draft exempt, sales, merchandising, field work, contact, copy, radio. HURRY! Lovick Draper, 2023 Palmolive Building, Chicago. Box 266, BROADCASTING.

BC RED NETWORK SALESMAN—With 15 years' intensive background in national, regional, local advertising, selling, merchandising, promotion—desires Station Manager or Commercial Manager position with Network Affiliated Station. The best national advertising agency and client contacts; age 38; draft exempt; family. Reference: leading radio and agency executives. Box 276, BROADCASTING.

aft Deferred (3A) Announcer—5 years' experience news, straight announcing, network, non-network stations. Excellent habits, record, references. Box 278, BROADCASTING.

sition as Control Room Operator—For Engineer with 5 years' radio experience, 3 years recording, thorough knowledge consols and transmitters. Decent working conditions imperative. Present salary $40.00, married, draft exempt. Prefer metropolitan station, however, will consider good offer elsewhere. Box 282, BROADCASTING.

ail-pull Writer—Can be available. No announcing. Give complete details, including salary, first letter. Box 264, BROADCASTNG.

vailable, Chief Engineer—For television, FM, or Broadcast station. First class telephone license. Age 41. Married. Now employed. 23 years' experience. Excellent references. Box 269, BROADCASTING.

nnouncer, Continuity-Writer — Desires position with mid-western station. Reliable, conscientious, qualified. 23, married, draft free. Box 277, BROADCASTING.

Situations Wanted (cont.)

Seeking Connection in Public Relations—Publicity department. New York or adjacent. Have professional education, broadcasting experience, ideas, contacts, capacity for and enjoy working. Draft exempt. Box 267, BROADCASTING.

Today's news on the air demands—Careful, exact handling by a newscaster thoroughly familiar with the requirements of Government censorship, public morale, and good taste; a man whose delivery is factual, authoritative, and not alarming. Such a man, 41, married, University graduate, and dependable, now employed by 5 KW CBS basic station, offers the value of over fifteen years' radio experience to the right network, agency, or station. If interested, write for further particulars, photograph, and transcription. Box 271, BROADCASTING.

COMBINATION MAN — Draft exempt. First Class License. Experience in control and transmitter operation, remotes, announcing and continuity. Box 270, BROADCASTING.

WANTED—Boss who knows more than I do! By female tired of working for nincompoops! Strong Continuity—thorough general radio and agency experience. Box 265, BROADCASTING.

Salesman—Fourteen years' experience. Sales, commercial and station management, independent and network stations. Wide acquaintance National agencies. Desires connection with station or National Representative. Fine record, references. Draft exempt. Box 272, BROADCASTING.

ENGINEER—Desires good station. Experience and expert on maintenance. Draft-free. Box 274, BROADCASTING.

Program Director—15 years background, desires program managership. Box 283, BROADCASTING.

SPORTS ANNOUNCER — Fully experienced play-by-play, writing news. College graduate, Class 3-A, now employed. Box 285, BROADCASTING.

Announcer — Capable, eight years experience, married. Draft deferred. Employed 5000 watt southern regional. Box 287, BROADCASTING.

Wanted to Buy

Small Share in Progressive Eastern Station—By acclaimed newspaperman and lecturer. Have executive background, desire position with investment. Send brochure. Box 260, BROADCASTING.

Reputable Licensee with $35,000 Cash—Wants paying station. Box 273, BROADCASTING.

Will Pay Good Price—For FCC acceptable frequency monitor any frequency. Faradon, Aerovox, Dubilier Mica capacitors any capacities, size ratings. Give information when writing. Box 286, BROADCASTING.

For Sale

174 Foot Uniform Guyed Type Tower—With capacity head and insulators available in approximately 30 days. In use less than year. Box 279, BROADCASTING

ONE LEHIGH — SELF-SUPPORTING 203 FOOT TOWER WITH INSULATORS 30 FEET FROM BOTTOM. WAPO BROADCASTING SERVICE, CHATTANOOGA, TENNESSEE.

An unusually well located 250W midwestern local station—Or will accept partner with radio experience and financial investment. Box 281, BROADCASTING.

Broadcast Transmitter — Formerly used high-frequency experimental station W9XTA. Easily converted to standard frequencies either 250 or 500 watts. Box 259, BROADCASTING.

ASCAP Campaign

(*Continued from page 9*)

mercial announcements. Scripts will be marked so they may be trimmed for additional commercials or expanded for sustaining use by including additional songs.

The plan, Murray explained, is the second step in a program which began with the "Program Aids" and which is designed to show ASCAP'S customers how to use the music they have paid for to the best advantage, with the goal of helping the stations give better service and receive increased revenue.

"It is the aim of the Society," he concluded, "to so serve the broadcasters that when they audit their books at the end of each year, ASCAP will stand out on the credit side of the ledger. Under the new ASCAP radio contracts, with our radio service in operation, there is no reason why any broadcaster should henceforth figure any 'music costs'. In their place will be 'music profits'."

Letters explaining the service will be mailed by ASCAP to all broadcasters this week.

Blue Stock Company

A STOCK THEATRE company, said to be the first of its kind to be especially created for network broadcasting, will make its debut in a dramatic series on the Blue April 5 as the *Blue Theatre Players*. Personnel will be built around a nucleus of three permanent actors, chosen for their versatility. The "Players" will maintain an "open door" policy in regard to the casting of additional actors and the purchase of scripts. A feature of the broadcasts will be an informal discussion of the actors and their roles by actors, writers and producers before and after each play.

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
Dedicated to the
SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

McNARY & WRATHALL
CONSULTING RADIO ENGINEERS
National Press Bldg. DI. 1205
Washington, D. C.

JOHN BARRON
Consulting Radio Engineers
Specializing in Broadcast and Allocation Engineering
Earle Building, Washington, D. C.
Telephone NAtional 7757

PAUL F GODLEY
CONSULTING RADIO ENGINEERS
MONTCLAIR, N.J.
MO 2-7859

HECTOR R. SKIFTER
Consulting Radio Engineer
FIELD INTENSITY SURVEYS
STATION LOCATION SURVEYS
CUSTOM BUILT EQUIPMENT
SAINT PAUL, MINNESOTA

GEORGE C. DAVIS
Consulting Radio Engineer
Munsey Bldg. District 8456
Washington, D. C.

CLIFFORD YEWDALL
Empire State Bldg.
NEW YORK CITY
An Accounting Service
Particularly Adapted to Radio

A. EARL CULLUM, JR.
Consulting Radio Engineers
Highland Park Village
Dallas, Texas

Radio Engineering Consultants
Frequency Monitoring
Commercial Radio Equip. Co.
Silver Spring Md.
(Suburb, Wash., D. C.)
Main Office: 7134 Main St. Kansas City, Mo.
Crossroads of the World Hollywood, Cal.

Frequency Measuring Service
EXACT MEASUREMENTS
ANY HOUR—ANY DAY
R.C.A. Communications, Inc.
66 Broad St., New York, N.Y.

RAYMOND M. WILMOTTE
Consulting Radio Engineer
Designer of First Directional Antenna Controlling Interference
Bowen Bldg. • WASH., D. C. • DI. 7417

RING & CLARK
Consulting Radio Engineers
WASHINGTON, D. C.
Munsey Bldg. • Republic 2347

NBC Tells Plans For Operation if Appeal Is Rejected

Revocation Clause Studied, Hedges Tells Stations

STATIONS affiliated with national networks can themselves determine the extent to which they will be affected by the FCC rulings on network operation, should the courts uphold the Commission's power to put these rules into effect, William S. Hedges, NBC station relations vice-president told a group of some 30 executives of NBC's midwest affiliates attending a two-day "war clinic" in Cincinnati last Wednesday and Thursday. Robert Dunville, sales manager of WLW-WSAI, presided at the second meeting of a nationwide series being conducted by NBC [see also page 14].

First Refusal

Stating that it would be a simple matter for a station affiliated with NBC to refuse an outside program knowing a Red one was coming its way, Mr. Hedges said: "We can give you first refusal of time under the new rules, but you could not give it to us. We are talking over plans—if the suit is lost, which I don't believe it will be—under which we will give you the first refusal of our time, but it will be revocable if you do not accept a large proportion of the programs we offer."

He reviewed the statement made by Niles Trammell, NBC president, before the FCC, pointing out that any national advertiser might buy a super network of 60 stations and cover the country, leaving to other advertisers a second-best network, which would be more expensive than the first although affording only a 65% coverage and a third-best network, also more expensive, giving only 50% national coverage.

Oppose Dance Bands

"It is in our power," he continued, "to determine the effects of the rulings. It will be most disastrous to the American System of Radio if you do not hold together. We are going to operate in good faith and try to sell our stations even if they are not the most powerful in each locality. But the Commission says you are being emancipated, so you can refuse any business you do not want to take."

Mr. Hedges announced that ultimately the Red Network designation will disappear, with the network to known simply as NBC.

C. L. Menser, NBC program director, told the station men that a plan is being worked out to set up a system for the exchange of personnel between NBC and its affiliates, something like the farm system in baseball. A good man who has reached his peak with an NBC station should be "promoted" to a job with the network instead of allowing him to be grabbed off by CBS or MBS Mr. Menser stated adding that the system would also provide for network personnel being sent to stations for experience which would eventually qualify them for better positions.

When Mr. Menser said that he was considering putting a good dance band into the noon hour on NBC the station executives voiced an immediate and emphatic protest and went on to urge that even during the late evening hours the network give them "good variety shows" in place of dance bands. There was general agreement with Mr. Dunville's statement that "the jitter-bug audience is no good for sales and there is a better purchasing audience for variety shows, even late at night, regardless of what the listening record indicates."

GRANT OF ALASKAN STATION RESCINDED

SETTING aside its previous new station grant to Edwin A. Kraft for a local in Kodiak, Alaska [BROADCASTING, Feb. 23], the FCC last week designated the application for future hearing. Mr. Kraft, who is also licensee of KINY, Juneau, Alaska, as well as owner of Northwest Radio Advertising Co., Seattle agency, was awarded the construction permit last Feb. 17 for 250 watts fulltime on 1230 kc. after the Commission had conceded that there was a reasonable need for primary coverage in that area.

Under its new policy of holding hearings on all applications for new facilities to determine applicability under present conditions, the FCC last Tuesday designated hearings for WLAV, Grand Rapids, Mich., asking a change from 1340 kc. to 930 kc., increase to 1,000 watts, new transmitter and directional antenna for night use; WAPO, Chattanooga, seeking an increase in night power to 5,000 watts; the new station application of Kennebec Broadcasting Co., Augusta, Me., for 250 watts fulltime on 1400 kc., facilities of WRDO.

CARLTON D. SMITH, assistant manager of WRC-WMAL, Washington, and NBC Presidential announcer, is suffering from pneumonia. Earl Godwin, NBC commentator in Washington, suffered chipped bones in a leg as the result of a boardwalk accident during his Florida vacation, returning to Washington with his leg in a cast.

Campbell Soup Shifts

CAMPBELL SOUP Co., Camden, N. J., whose canned products have been affected by the priority situation, on April 6, with the renewal of the CBS *Lanny Ross* program, is shifting the product advertising from Franco-American spaghetti to its various concentrated soups, at the same time moving production of the program from Ruthrauff & Ryan, New York, to Ward Wheelock Co., Philadelphia. The program is heard on 58 CBS stations, Monday through Friday, 7:15-7:30 p.m.

Mester Bros. May Buy WOV Control

Bulova Would Sell Interest In Station for $300,000

NEGOTIATIONS for the sale of controlling interest in WOV, New York, by Arde Bulova to Mester Bros., Brooklyn food and chemical manufacturers, for $300,000, have been tentatively completed, with applications for transfer to be filed with the FCC this week.

Mr. Bulova, New York watch manufacturer, and principal owner of a half-dozen stations from Philadelphia to Boston, retains his controlling interest in WNEW, New York. Under the transaction, Murray and Meyer Mester will acquire 50% of the Class A stock of the Wodaam Corp., operating WOV, as well as 80% of the common stock. Richard F. O'Dea retains his interest in Wodaam, holding 50% of the preferred and 20% of the common.

Mr. Bulova and his brother-in-law, Harry Henschel, manager of WOV, are disposing of their interests in Wodaam entirely. Also acquired are the new studios at 730 Fifth Ave., in which approximately $100,000 was expended recently. WOV, as a daytime station, was acquired several years ago by Mr. Bulova from the late John Iraci. It now operates on 1280 kc., with 5,000 watts six-sevenths time, sharing with WHBI, Newark, having switched facilities with WNEW, which operates on 1130 kc. with 10,000 watts fulltime.

Drawn for BROADCASTING by Sid Hix

"I'd Like to Be a Roving Reporter!"

Imposition of Tax Sought on Press Radio Advertising

Taxes Should Be Voluntary Asserts Rep. Sauthoff

MARKING the first show of Congressional interest in a tax on radio advertising under the new tax plan to raise 7 billions now being considered by the House Ways & Means Committee, Rep. Sauthoff (Prog.-Wis.) in a message given in a committee hearing last Wednesday, suggested taxes on radio and newspaper advertising to raise funds to offset to some degree the Treasury income tax proposals on middle-income groups.

In a statement to BROADCASTING Rep. Sauthoff said he felt "the radio industry along with newspapers should voluntarily agree to a tax on their advertising revenues in light of the privileges they enjoy and in view of the heavy taxes now being borne by private individuals in the middle and lower income brackets."

Mail Subsidy

Rep. Sauthoff referred to a $90,000,000 subsidy enjoyed by the newspapers through their use of second-class mailing privileges and the "monopoly of the air by radio stations through their licensing privileges".

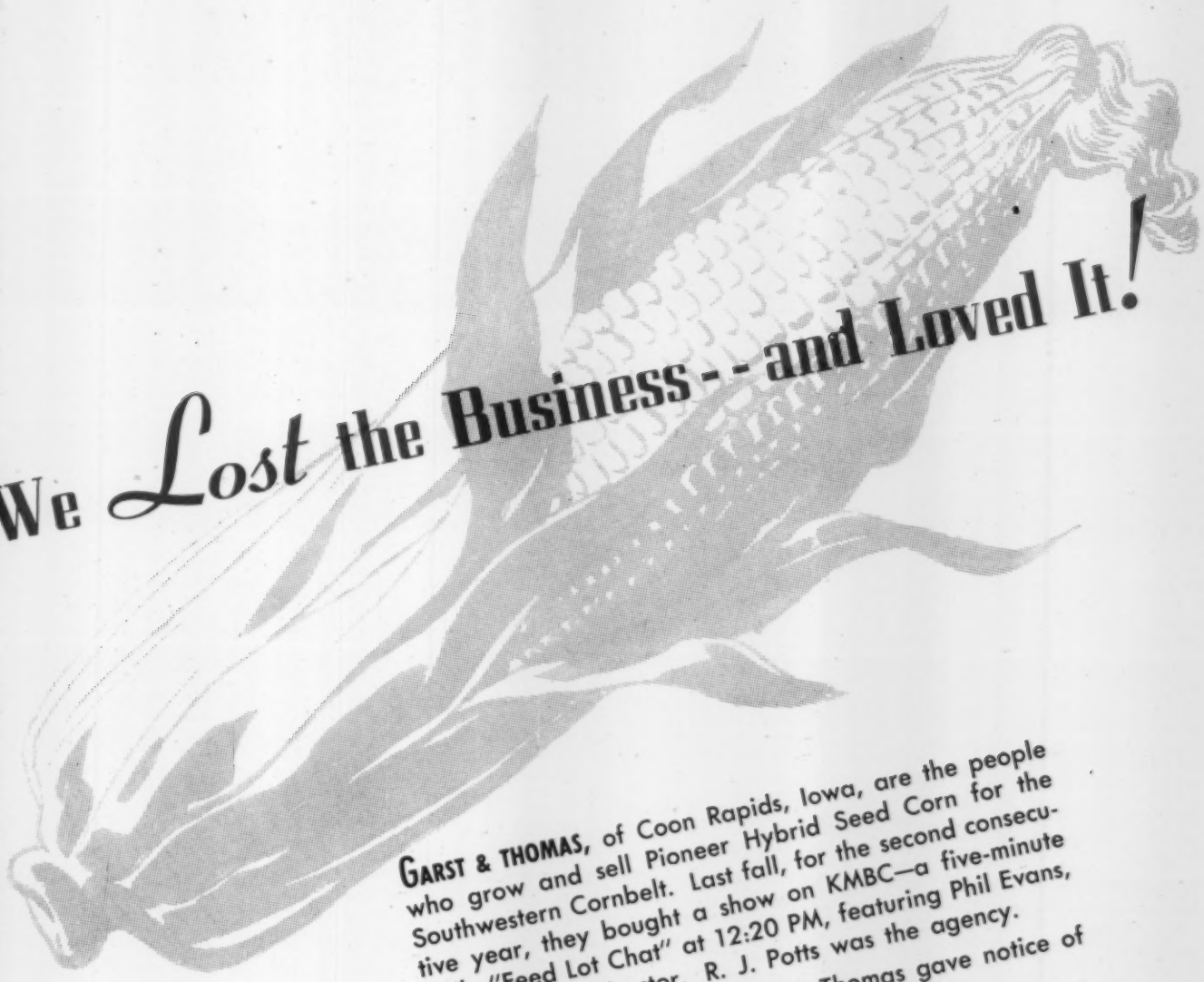
Rep. Sauthoff's proposal did not include a tax rate on radio advertising. He stated: "Another source of advertising which obtains a special privilege from the Government is that of radio advertising. Here too, the Government should step in and exact a fee for this form of advertising. As to the amount of the fee, I leave that to the good judgment of your committee." No indications have been given that other Congressional members are behind the proposal.

Neither the tax proposals of the Treasury, given before the House Ways & Means Committee March 7 by Secretary of the Treasury Henry Morgenthau, nor those advanced by industry representatives or Congressional witnesses, other than that of Rep. Sauthoff, have touched on radio advertising.

Before the tax hearings began it was hinted that the Treasury was considering a 5%-15% tax on net time sales, which was thrown out by Congress last year, but this failed to show up in hearings to date. Reports also circulated that the Treasury would advance a proposal to tax newspaper and radio advertising revenues and another report had it that a 15% tax would be proposed on all advertising media. None of the reports proved to be true when Treasury proposals were revealed [BROADCASTING, March 9].

WITH the conclusion March 21 of opera broadcasts sponsored by Texas Co., the Blue network has revamped its schedule of Saturday afternoon programs with two quarter-hours, one hour, and four half-hour shows, all musical, replacing the opera broadcast of 3½ hours.

We *Lost* the Business - - and Loved It!



GARST & THOMAS, of Coon Rapids, Iowa, are the people who grow and sell Pioneer Hybrid Seed Corn for the Southwestern Cornbelt. Last fall, for the second consecutive year, they bought a show on KMBC—a five-minute daily "Feed Lot Chat" at 12:20 PM, featuring Phil Evans, Farm Service Director. R. J. Potts was the agency.

In just eleven weeks, Garst & Thomas gave notice of cancellation.

Were they dissatisfied? Nope. Were we? Nope—we loved it. Because in eleven short weeks, the entire season's supply of Pioneer Hybrid had been exhausted—bought out. The sponsors regretfully informed Phil Evans he had "sold himself out of a job."

Whether Phil sold too much corn or whether Garst & Thomas failed to grow enough corn is a moot point. In any event, they'll be back on KMBC this season. With a bigger supply, they assure us.

This little incident may help to explain why KMBC carries more national spot business in hours and in dollars than any other Kansas City station.* And why three out of four KMBC accounts are renewals.

**Sworn statement, Robt. S. Conlan & Associates, independent market research analysts.*

KMBC
of KANSAS CITY
CBS Basic Network

Free & Peters, Inc.